

Model Home

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Documents submitted to the Faculty of the University of North Carolina at Chapel Hill in partial fulfillment of the requirements for the degree of the Master of Fine Arts in the Department of Art

2018

Approved by elin o'Hara slavick (chair), Beth Grabowski and Joy Drury Cox

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Artist Statement

Model Home is a site-specific sculptural installation of a staged domestic space using heavyweight drawing paper to create to-scale components from furniture and light switches to electrical outlets, rugs, picture frames and baseboards. Stemming from my own personal struggles with American cultural expectations of adulthood, marriage, homebuying and building a family, this installation uses furniture store displays and model homes as a reference and a metaphor for the American ideal; the commodity of a perfect domestic space marketed specifically for status, an unattainable goal. The “American Dream” of getting married, owning your own home, having 2.5 children and a dog becomes a failed promise, especially due to economic insecurities after the 2008 subprime mortgage crisis.

Labor is important - both in the making of the work and also as a mirror to the repetitive labor one does in the home - decorating, cleaning, cooking, mending and repairing. This completely white space draws attention to the impossibility of keeping domestic spaces clean. The investment to labor in the home becomes a signifier of value, and that value becomes a representation of status. *Model Home* attempts domestic perfection but fails.

Rooted in a strong foundation in traditional drawing, this work expands the definition of drawing beyond the two-dimensional picture plane and into three-dimensional space. I am interested in using two-dimensional terms like facsimile, verisimilitude and trompe l’oeil to describe these three-dimensional works to call attention to the space functioning as image rather than reality, much like a model home. In *Model Home*, verisimilitude techniques are implemented to allude to a “real” domestic space. Trompe l’oeil, literally meaning to fool the eye, functions in this work when the viewer is fooled by some of the paper components; the light switches are near facsimiles of a “real” light switch. This attempt at verisimilitude is futile and somewhat antagonistic. Walls, outlets, light switches, baseboards and crown molding aren’t immediately recognized as paper. This slow reveal creates a distrust in the

viewer as to what has a structure underneath and what does not. This mistrust in the space is also a reference to the fluctuating mistrust with the homebuying industry, especially after the mortgage crisis and economic decline. Paper suggests fragility, impermanence and vulnerability, referencing the uncertainty of the housing market.

Model Home embodies the empty promise of the American Dream as every component is the same color, off-white, where little texture is present, a lack of self-expression usually seen in personal domestic spaces. Both the installation and model homes are staged to appeal to many; a space onto which one can project their domestic dreams. *Model Home* is a space the viewer/consumer would like to picture a life in but cannot. The consistency in color and texture also serves as an emptiness, a draining of life. This emptiness also calls attention to the societal pressures to “stay on trend” with the ever-changing interior design fads. In the midst of a consumer driven American culture placing pressure on society to have a “perfect” home, I hope viewers will reconsider their role as family member versus consumer and balance their investment to the home with their investment to the family. The home in service to the family, not the family in service to the home.



Model Home

Sara Farrington

MFA Thesis Defense



Model Home,
installation detail,
2018



Model Home, installation, 2018 (left), furniture store front (right)



Model Home,
installation
detail, 2018
(left) and
furniture
store (right)





Model Home,
installation detail,
2018





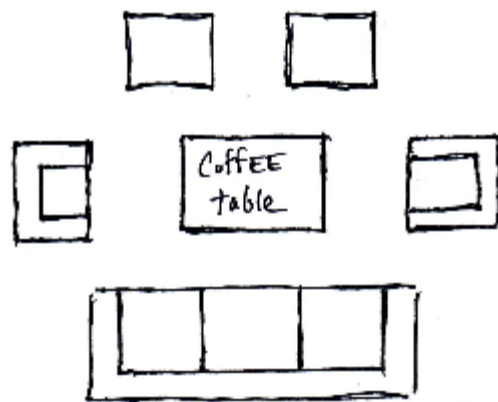
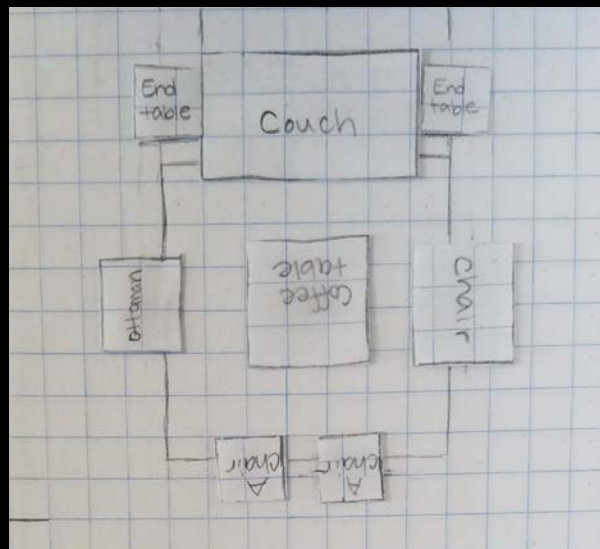
Model Home,
installation detail,
2018



Model Home,
installation detail,
2018



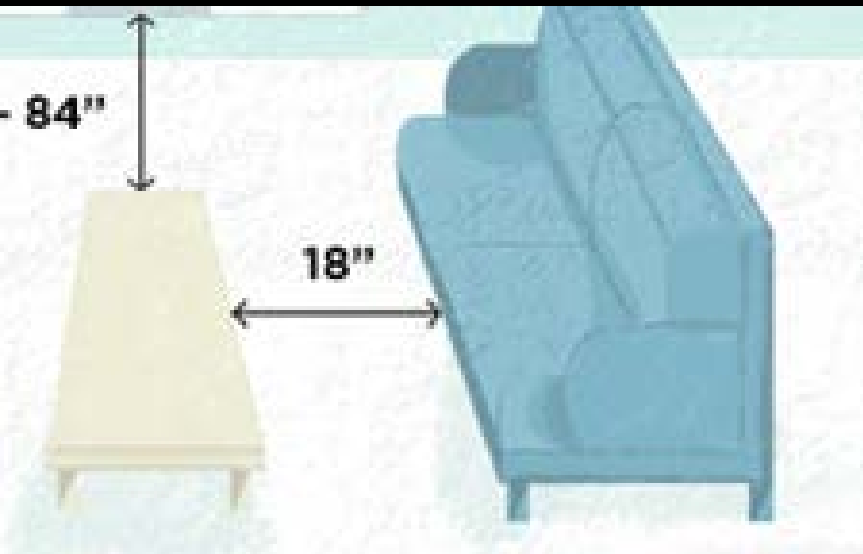
Model Home,
installation detail,
2018



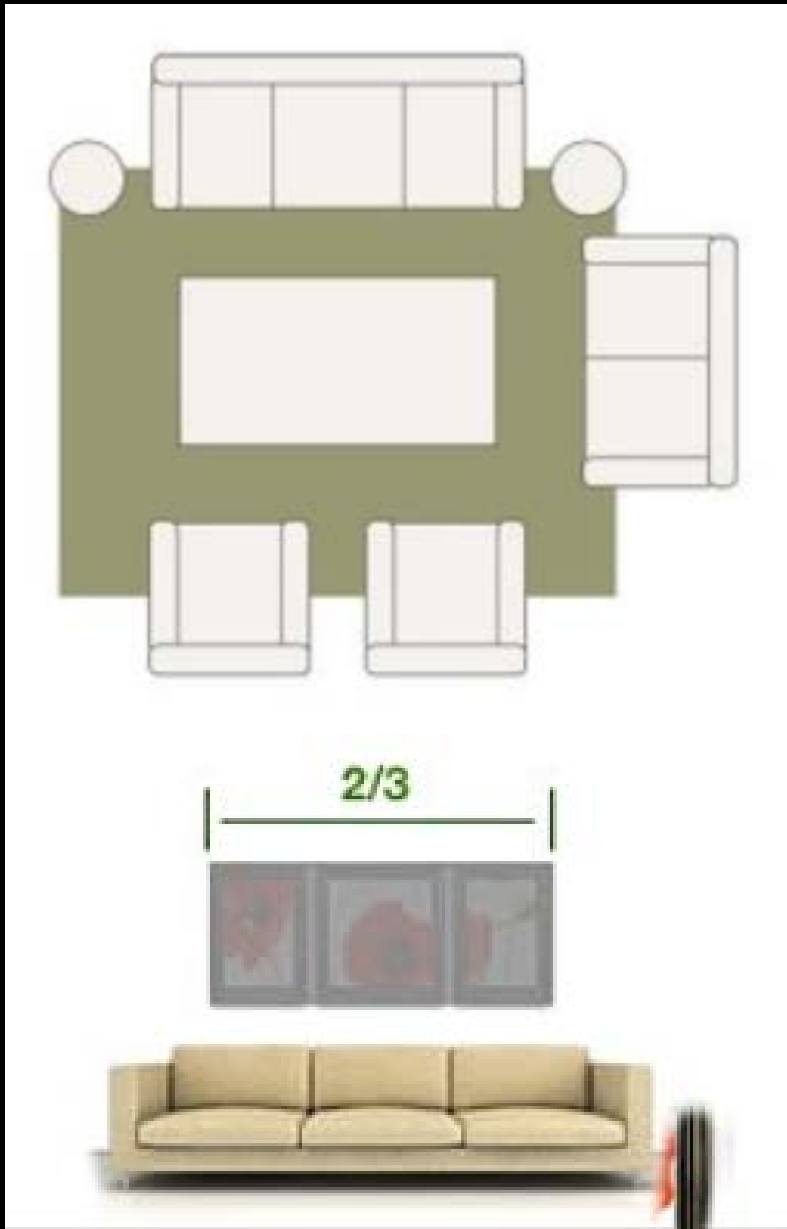
2 B.



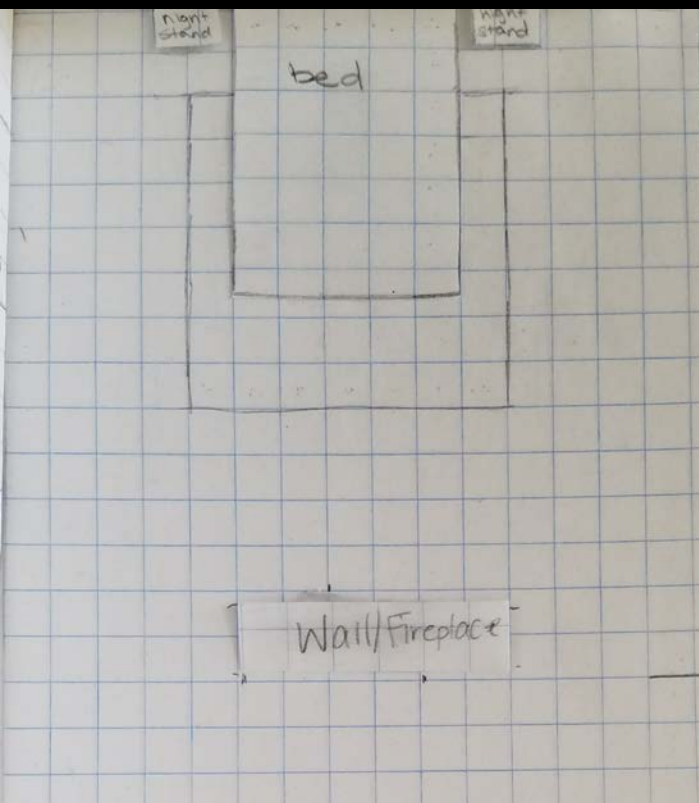
Model Home blueprint (top left),
interior design layout guide (bottom
left) and Model Home, installation
detail, 2018 (right)



Furniture placement
dimensions guide (left) and
Model Home, installation
detail, 2018 (right)



Rug dimensions guide (top left), art and couch guide (bottom left) and Model Home, installation detail, 2018 (right)



Model Home blueprint (left)
and Model Home, installation
detail, 2018 (right)



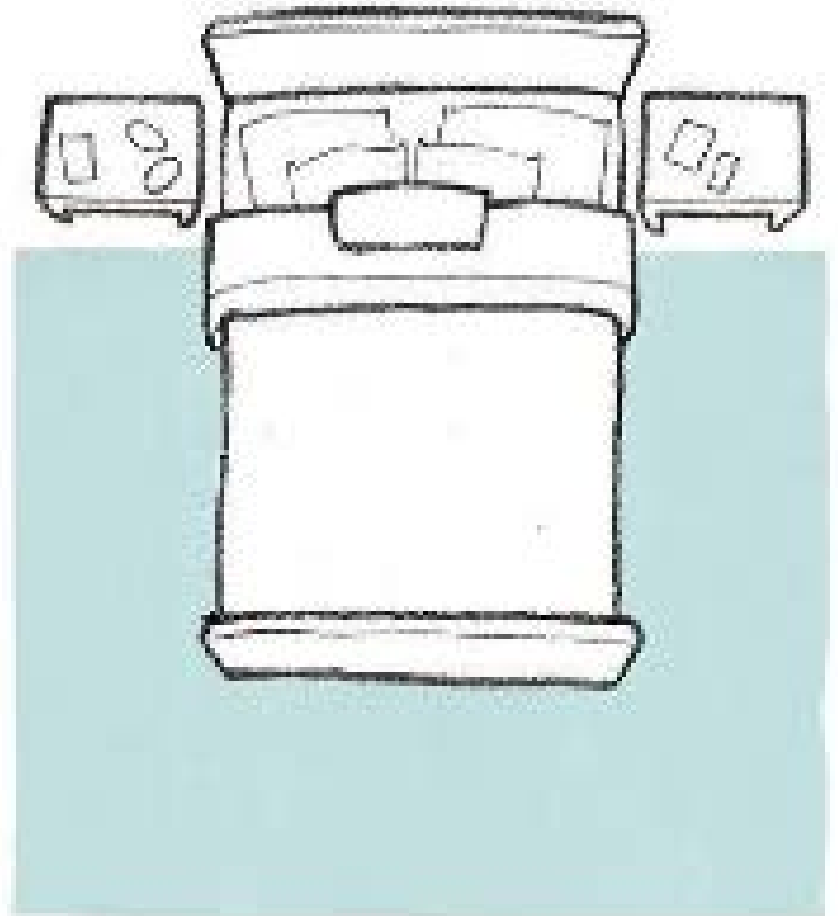
Model Home,
installation
detail, 2018

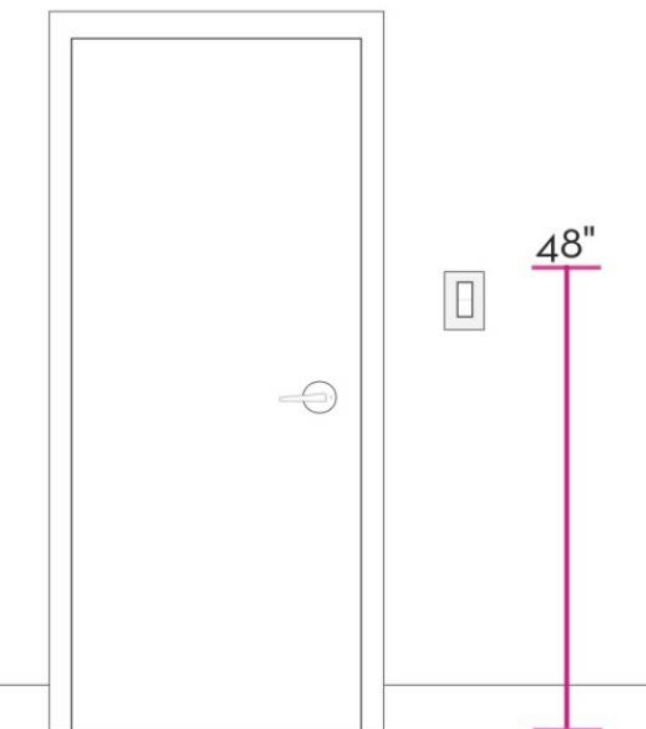




Model Home,
installation detail,
2018 (left) and rug
dimensions guide
(right)

FRAME YOUR BED





Light switch dimension guide (left) and Model Home, installation detail, 2018 (middle and right)



Model Home,
installation detail,
2018

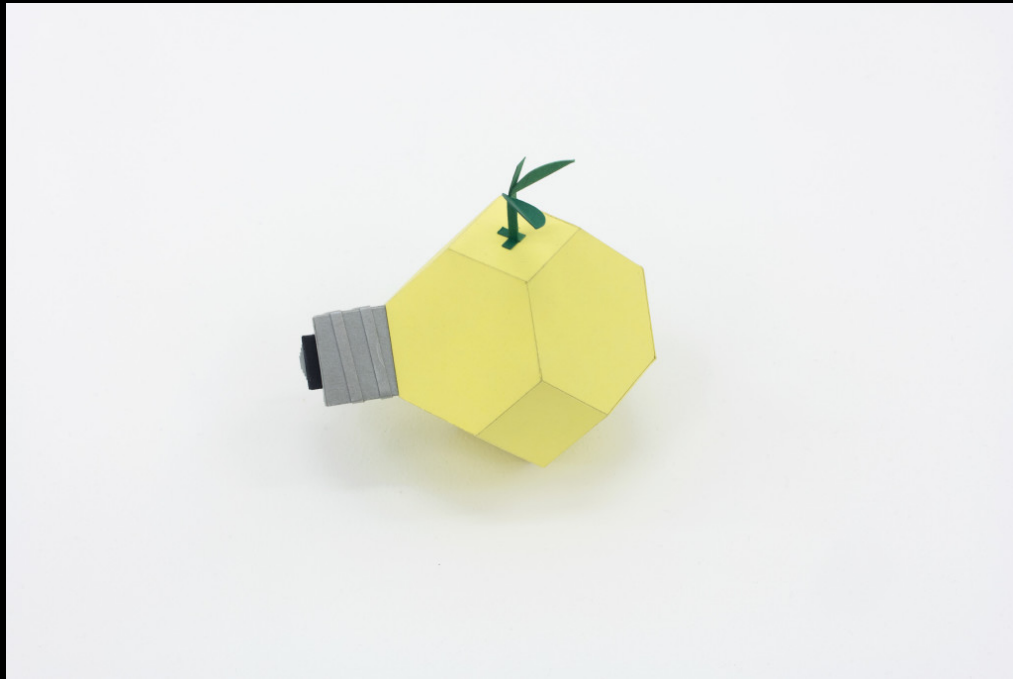




Interior design
example (left) and
Model Home,
installation detail,
2018 (right)



Model Home,
installation detail, 2018



“just as every manufactured object began as a drawing or rendering, so too must we understand that an image is not flat; it is an atmosphere, it contains time and space.”

-Mateo Lopez



Mateo Lopez, Fuller, Beuys Gober or somewhere between, 2015 (left) and Model Home detail, light bulb, 2017 (right)



Three Bed Farmhouse with Optional Bonus Room



Total Heated Area

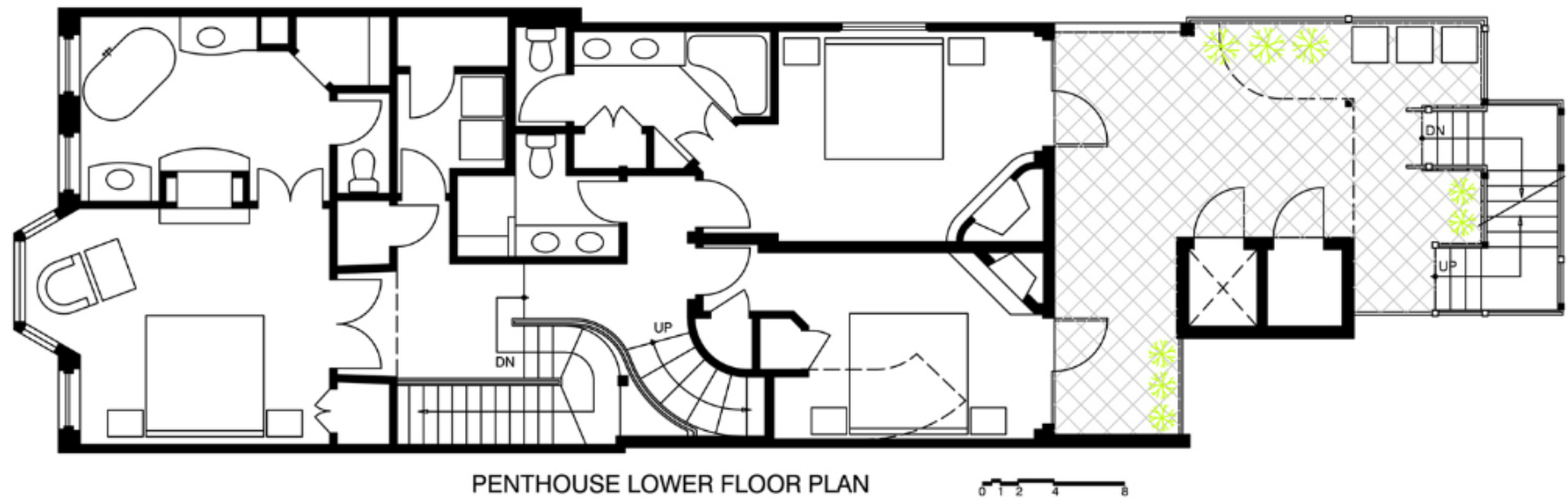
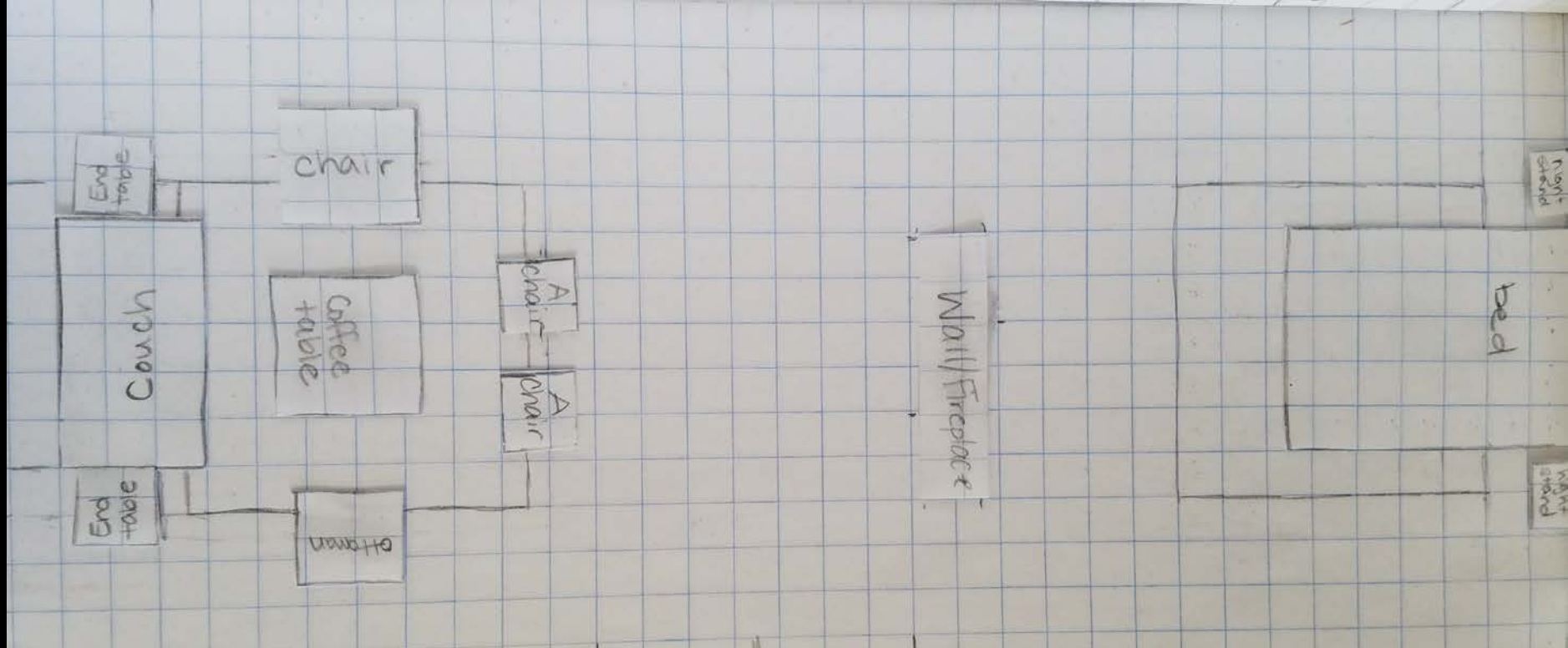
Total Heated Area:	2,282 sq. ft.
1st Floor:	2,282 sq. ft.
Porch, Rear:	363 sq. ft.
Porch, Front:	352 sq. ft.
Bonus:	492 sq. ft.

Dimensions

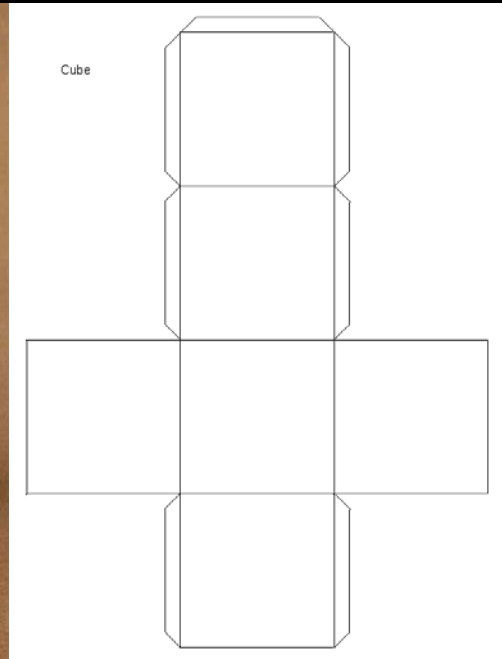
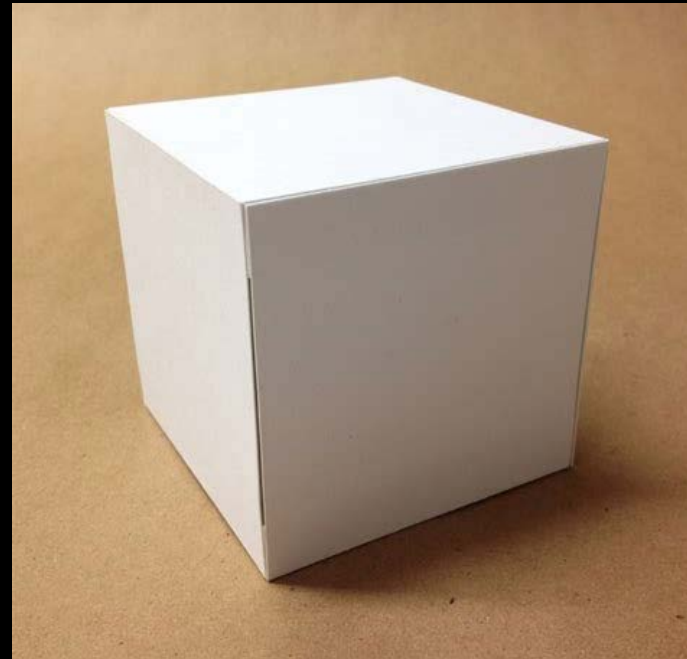
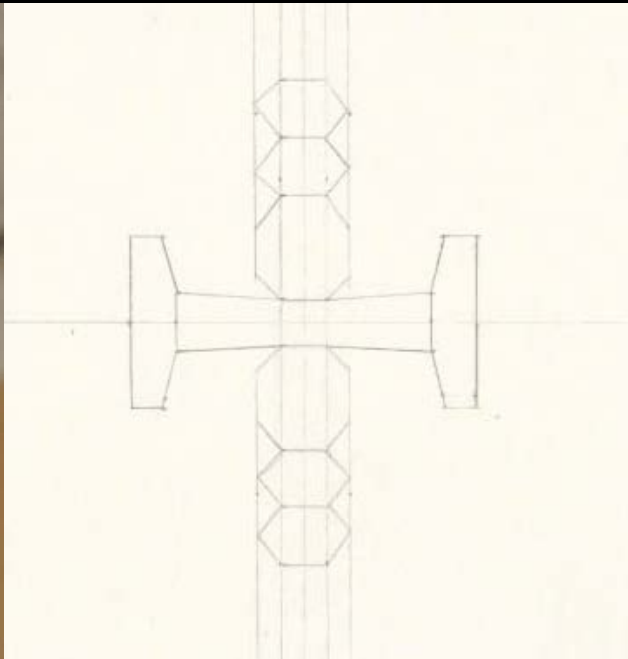
Width:	76' 0"
Depth:	62' 8"
Max Ridge Height:	25' 0"



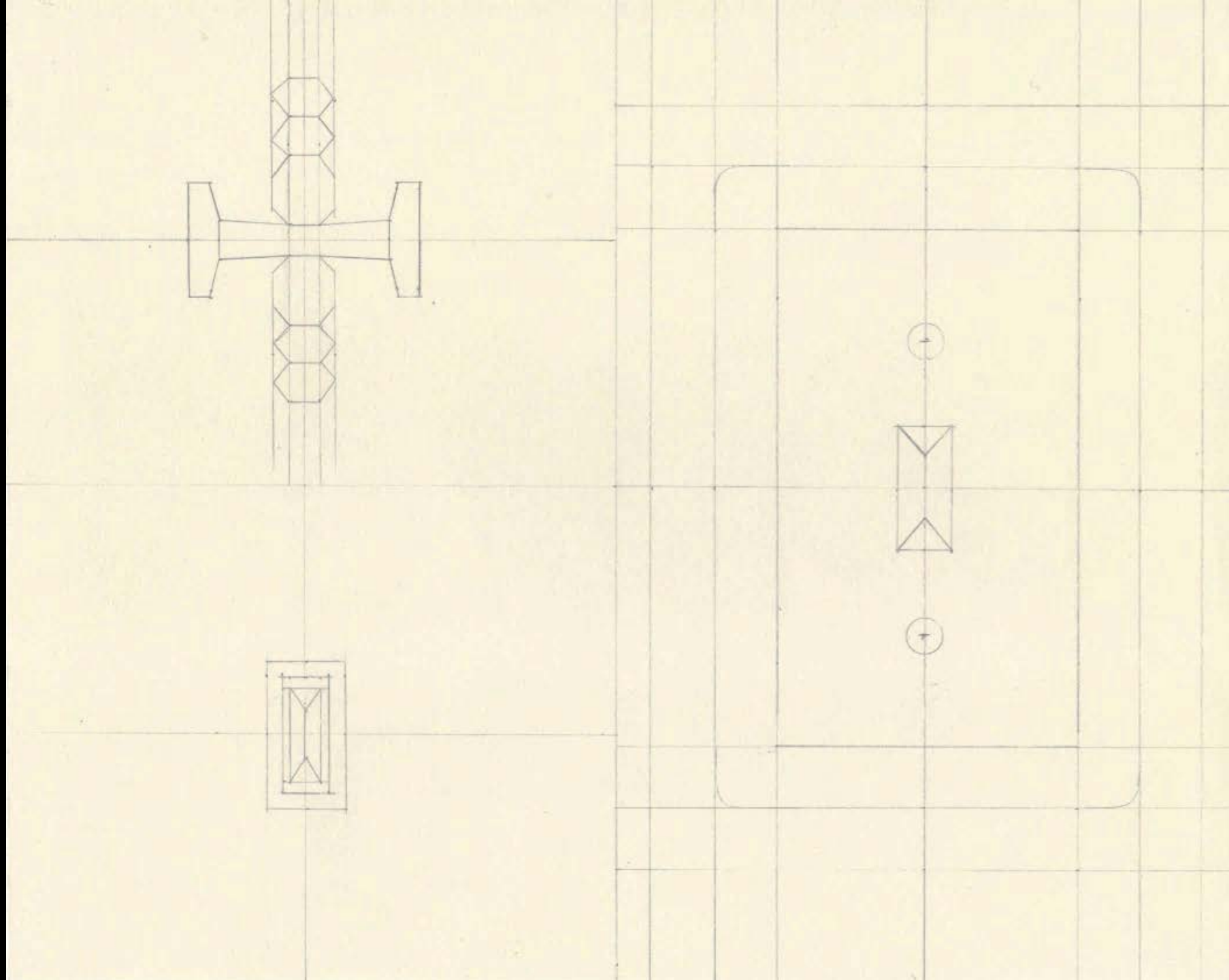
Architectural Home Plan (Blueprint)



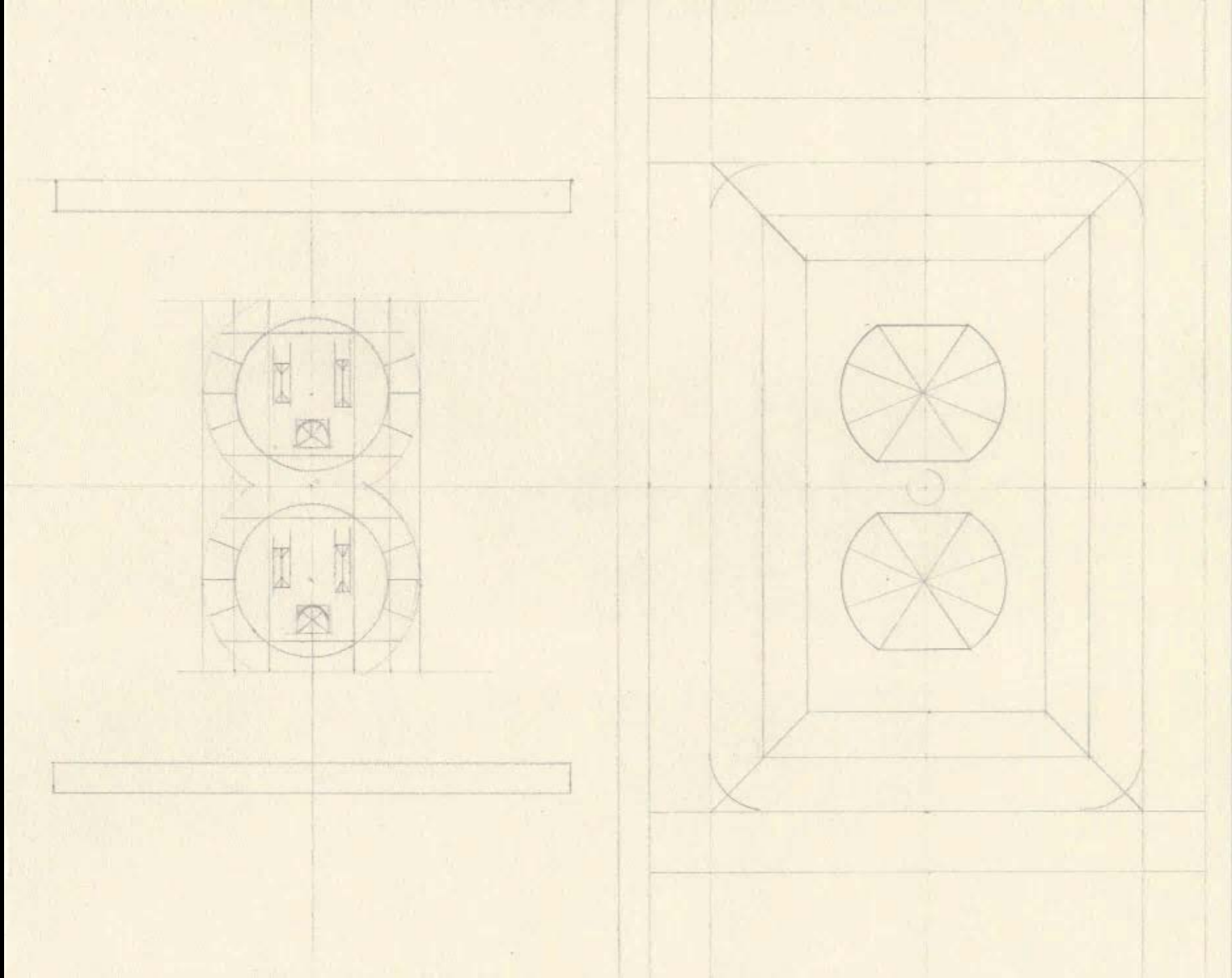
Model Home, floor plan (top)
and floor plan example
(bottom)



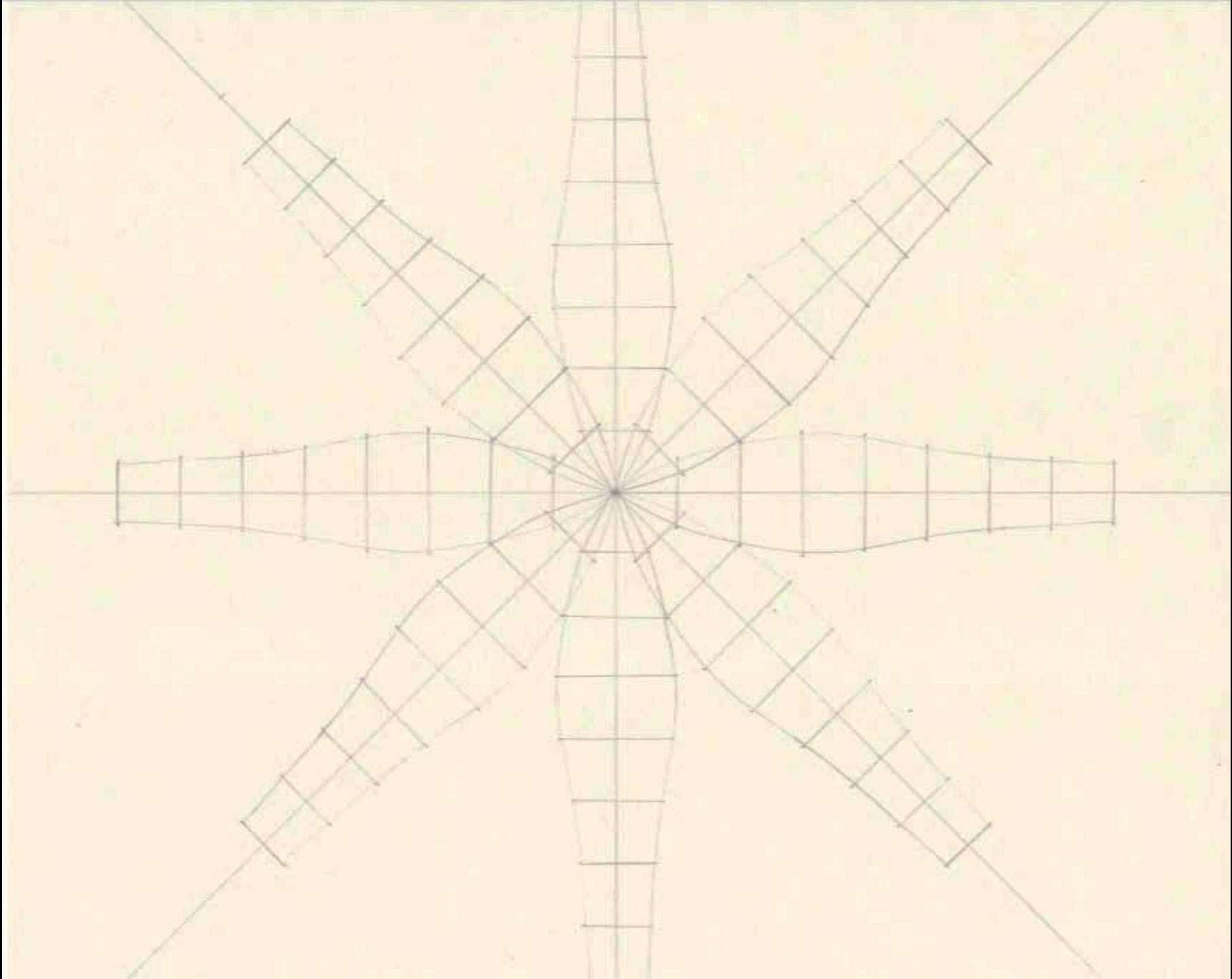
Light switch detail and blueprint, 2017 (left) and cube and blueprint (right)



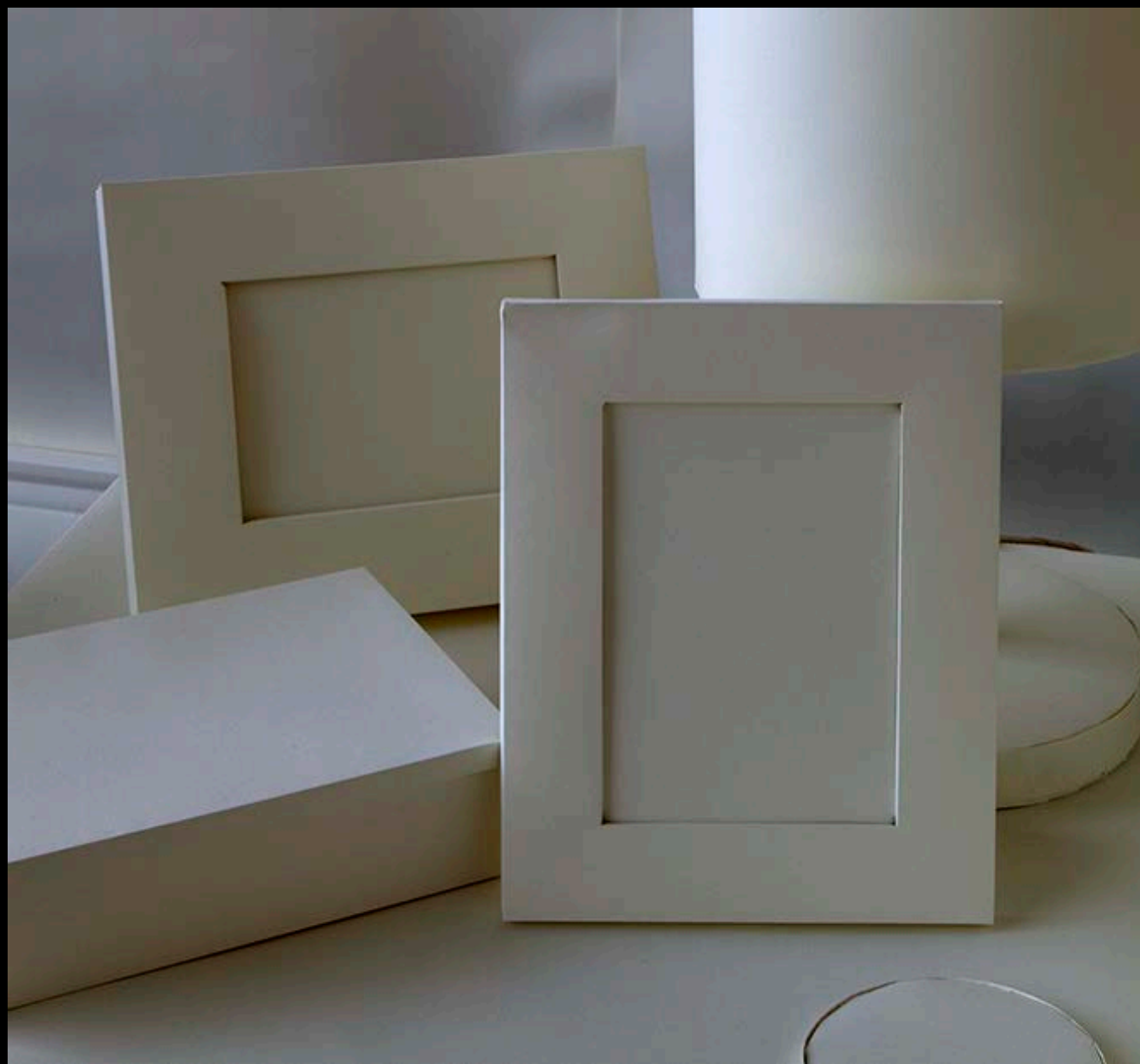
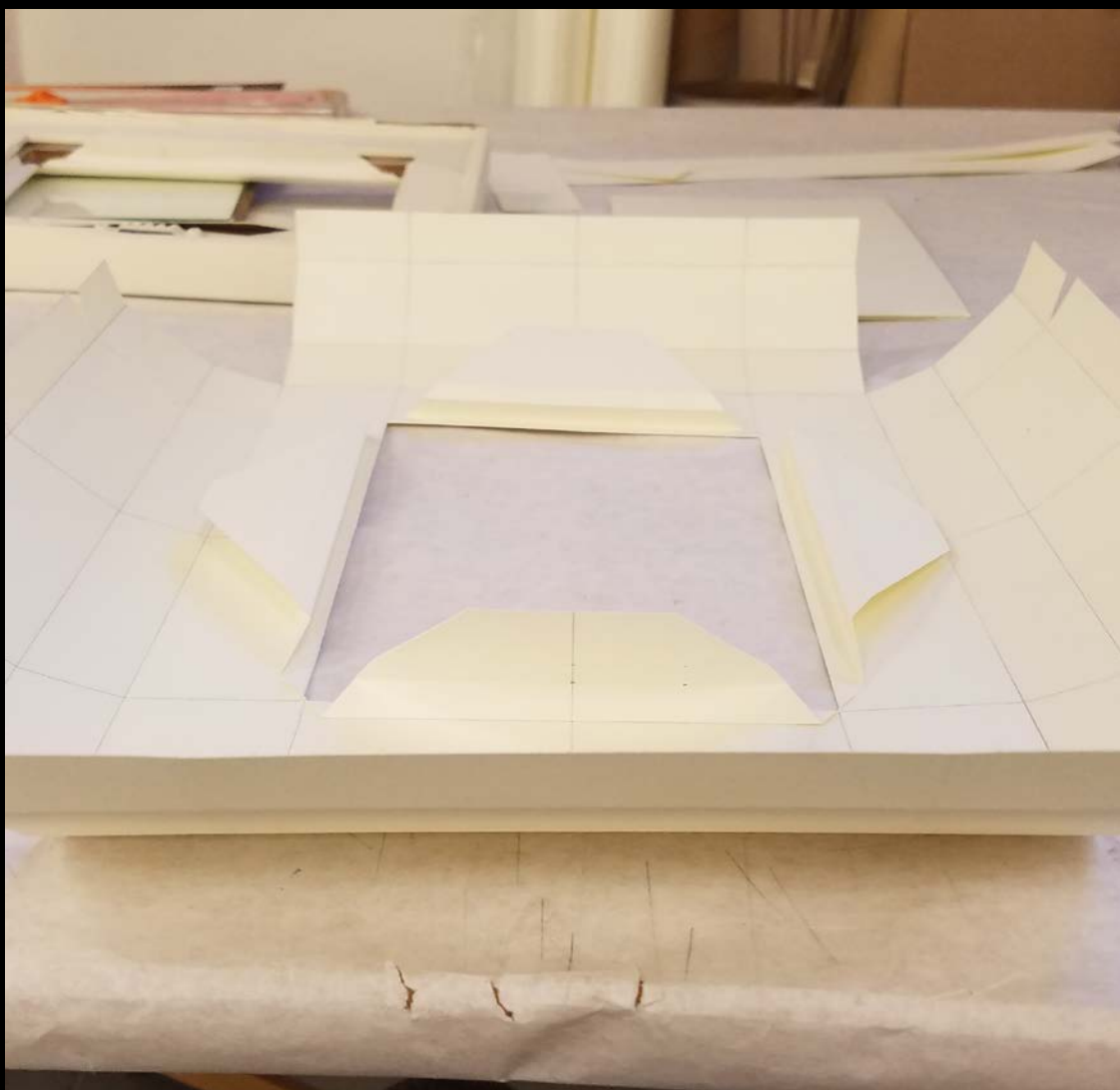
Light switch
blueprint, 2017



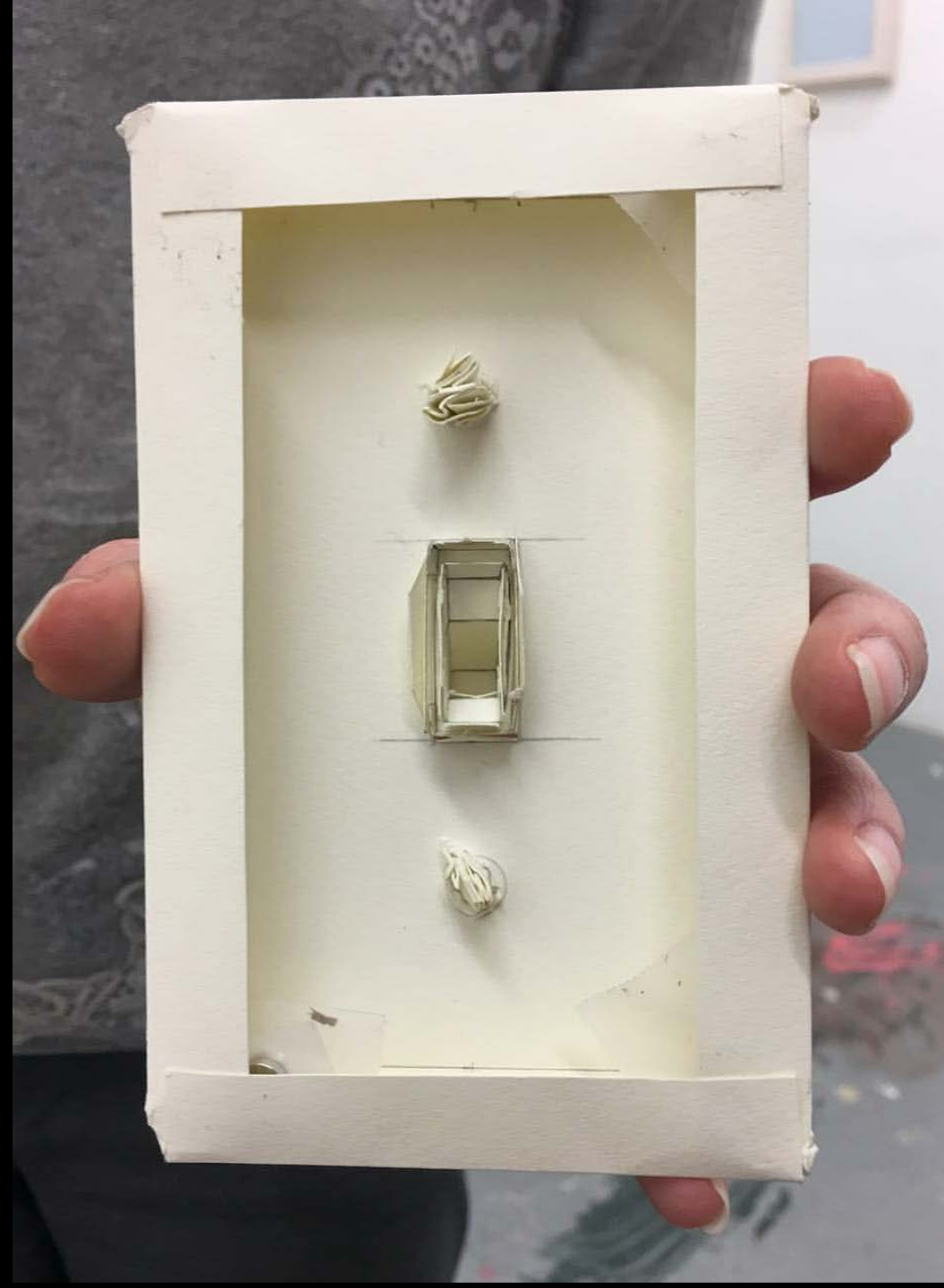
Electrical outlet
blueprint, 2017



Light bulb
blueprint, 2017



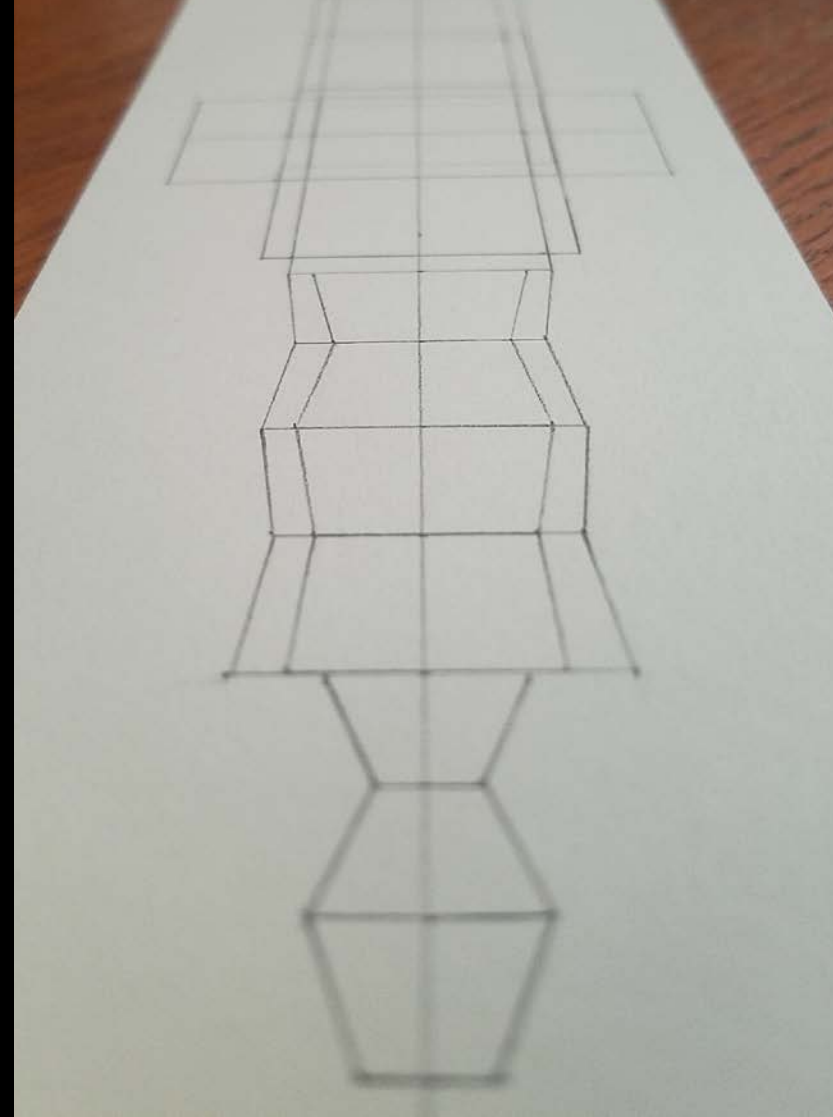
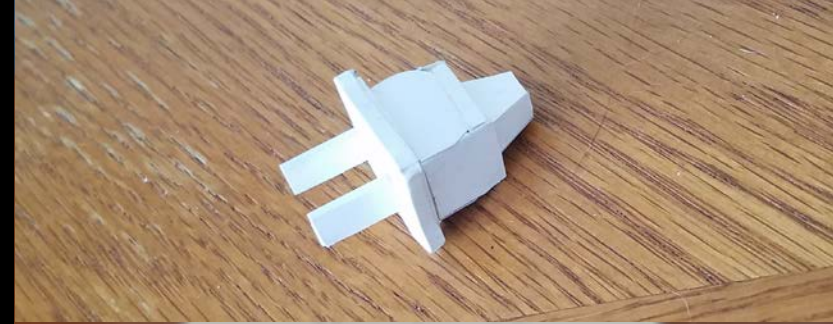
Inside of a picture frame after blueprint (left) and
Model Home, installation detail, 2018 (right)



Light switch detail
exterior (left),
interior (right), 2017



Light switch components (left),
electrical outlet plate (middle),
electrical plug and blueprint (right)





Model Home, installation detail, 2018 (left), IKEA store display (right)



Model Home, installation detail, 2018





Model Home, installation detail, 2018

“the house may be a home, but it is first a consumer product.”

-Witold Rybczynski



Model home exterior in Jordan at Southpoint in Durham, NC (left), Model home, bathroom in Jordan at Southpoint in Durham, NC (right), Meritage website



Average home size

1983



1,725

Square feet

1993



2,095

Square feet

2003



2,330

Square feet

2013

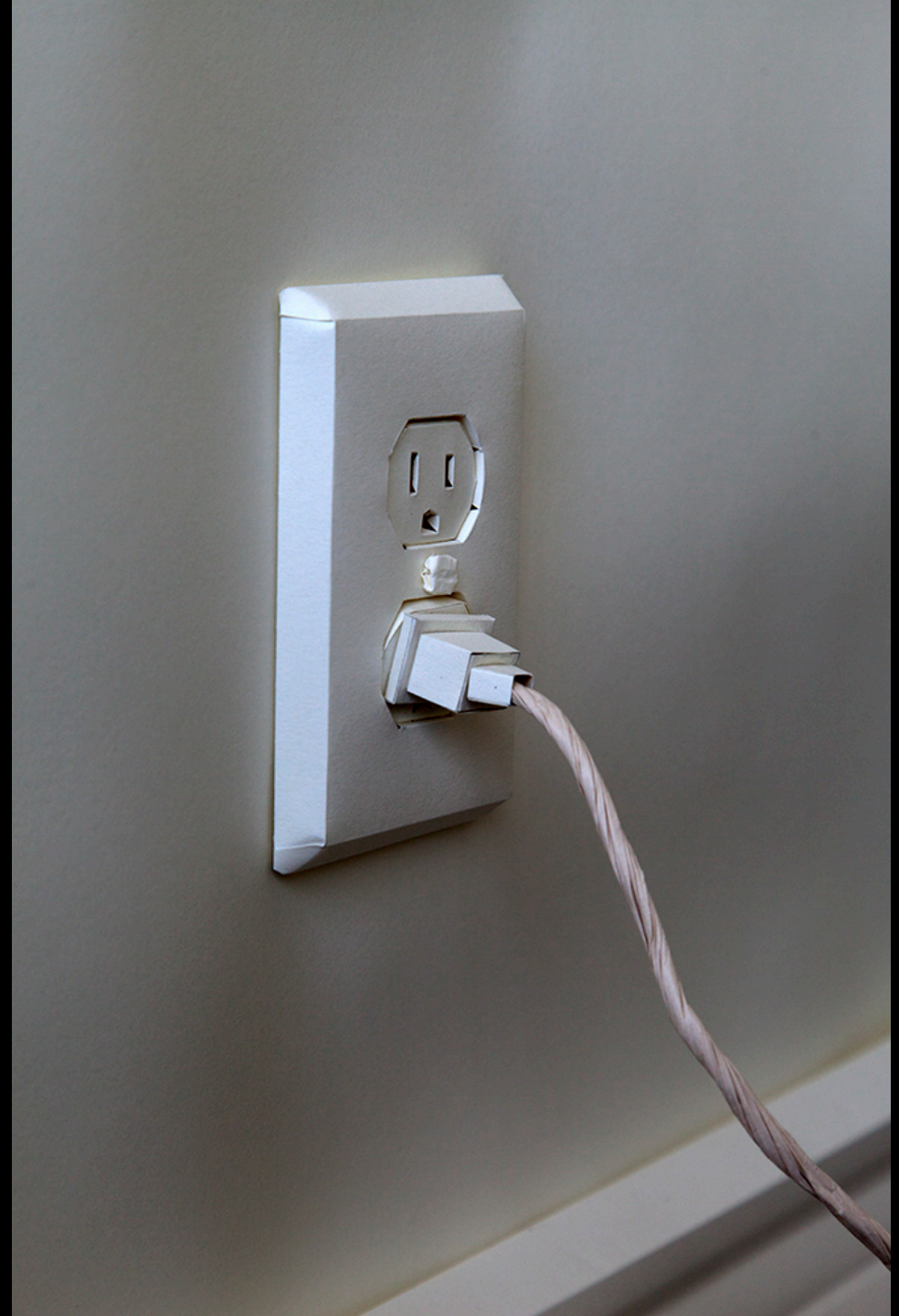


2,598

Square feet



Model Home,
installation detail, 2018

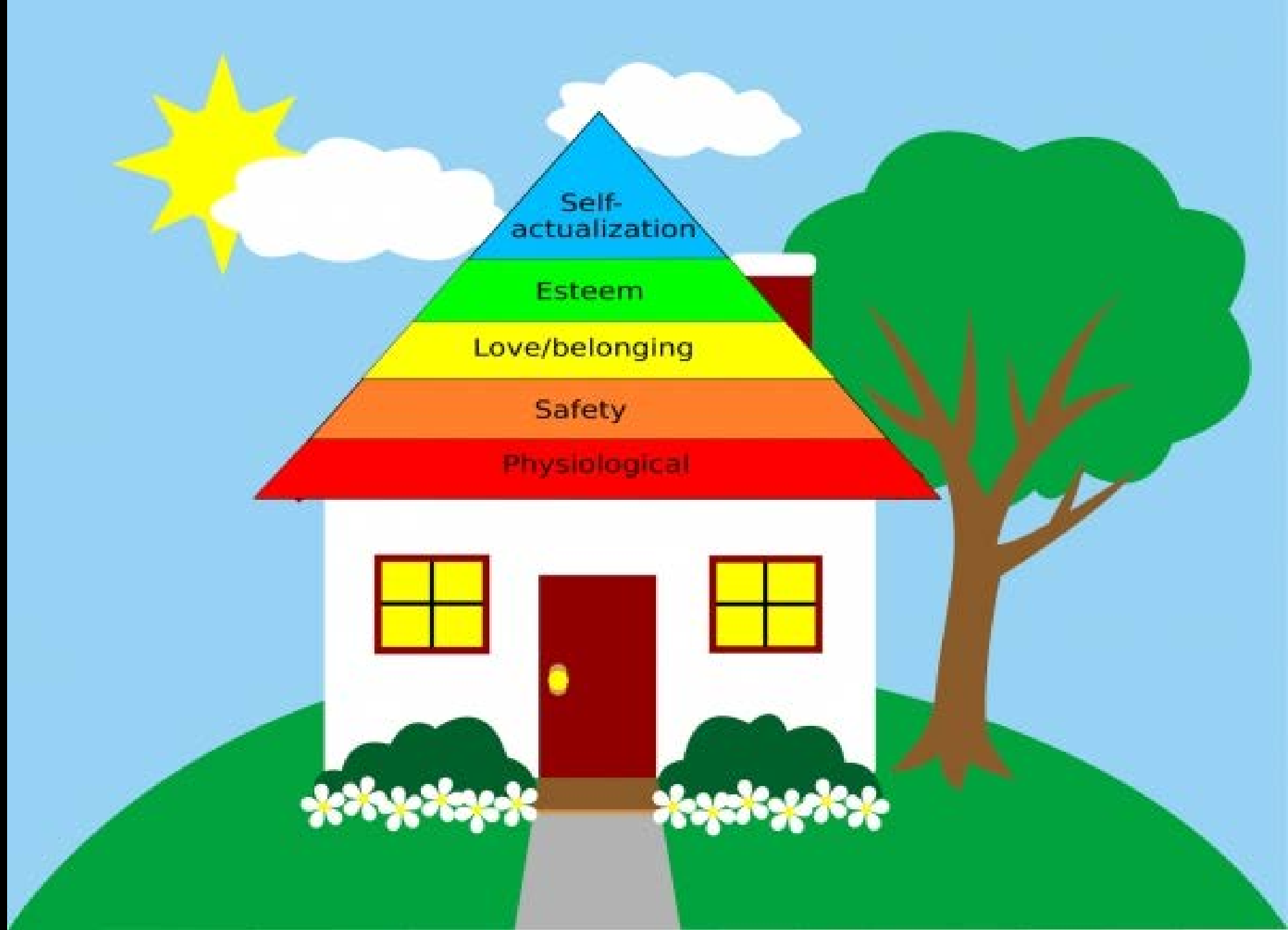




Model Home, installation detail, 2018 (left) and model home interior detail at Jordan at Southpoint in Durham, NC (right)
Meritage website



Model Home, installation detail, 2018 (left), model home interior detail at Jordan at Southpoint in Durham, NC, Meritage website (right)



Maslow's Hierarchy of
Needs



Model home interior at
Jordan at Southpoint in
Durham, NC , Meritage
website



BEFORE



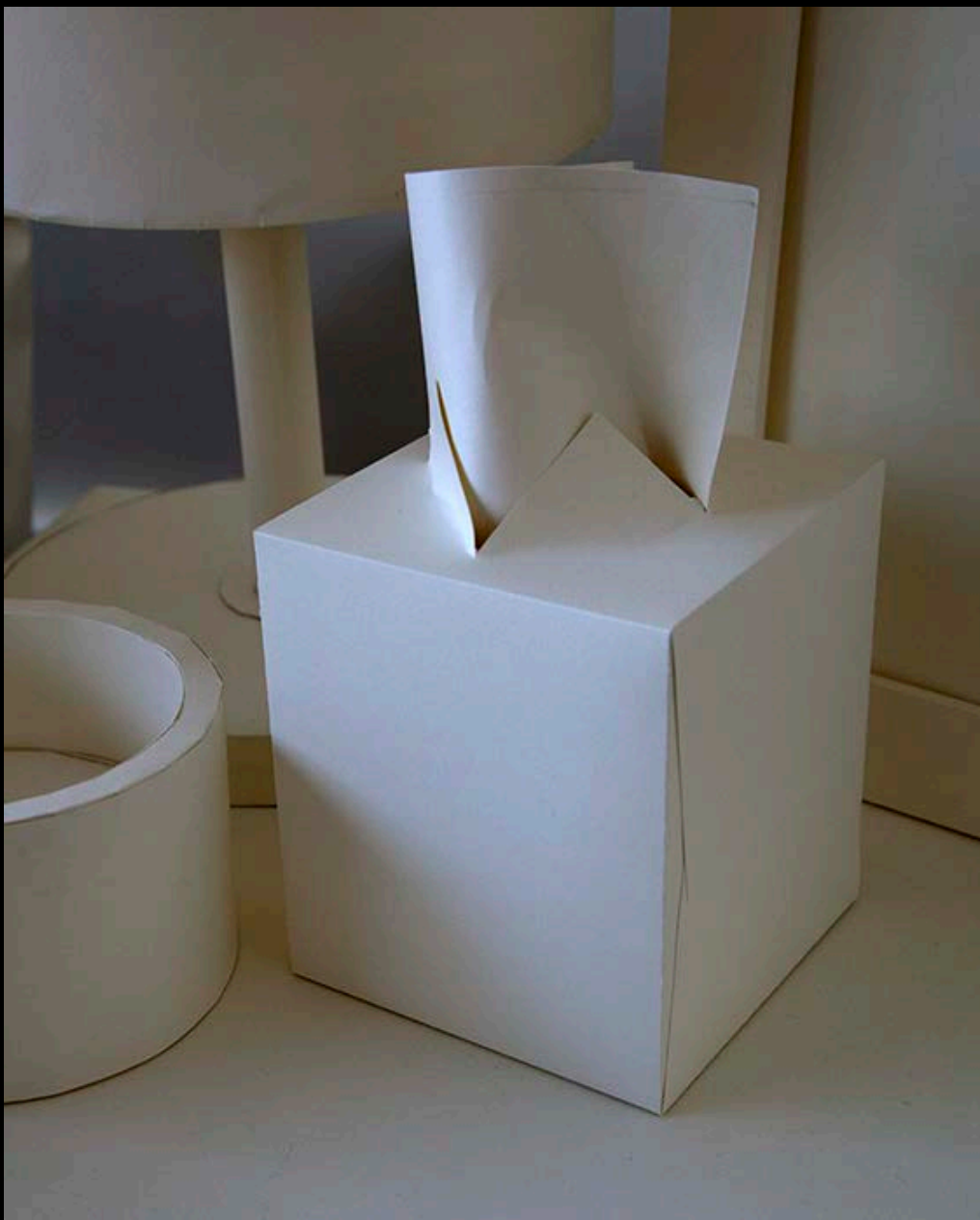
AFTER

Before and After living room home re-modeling



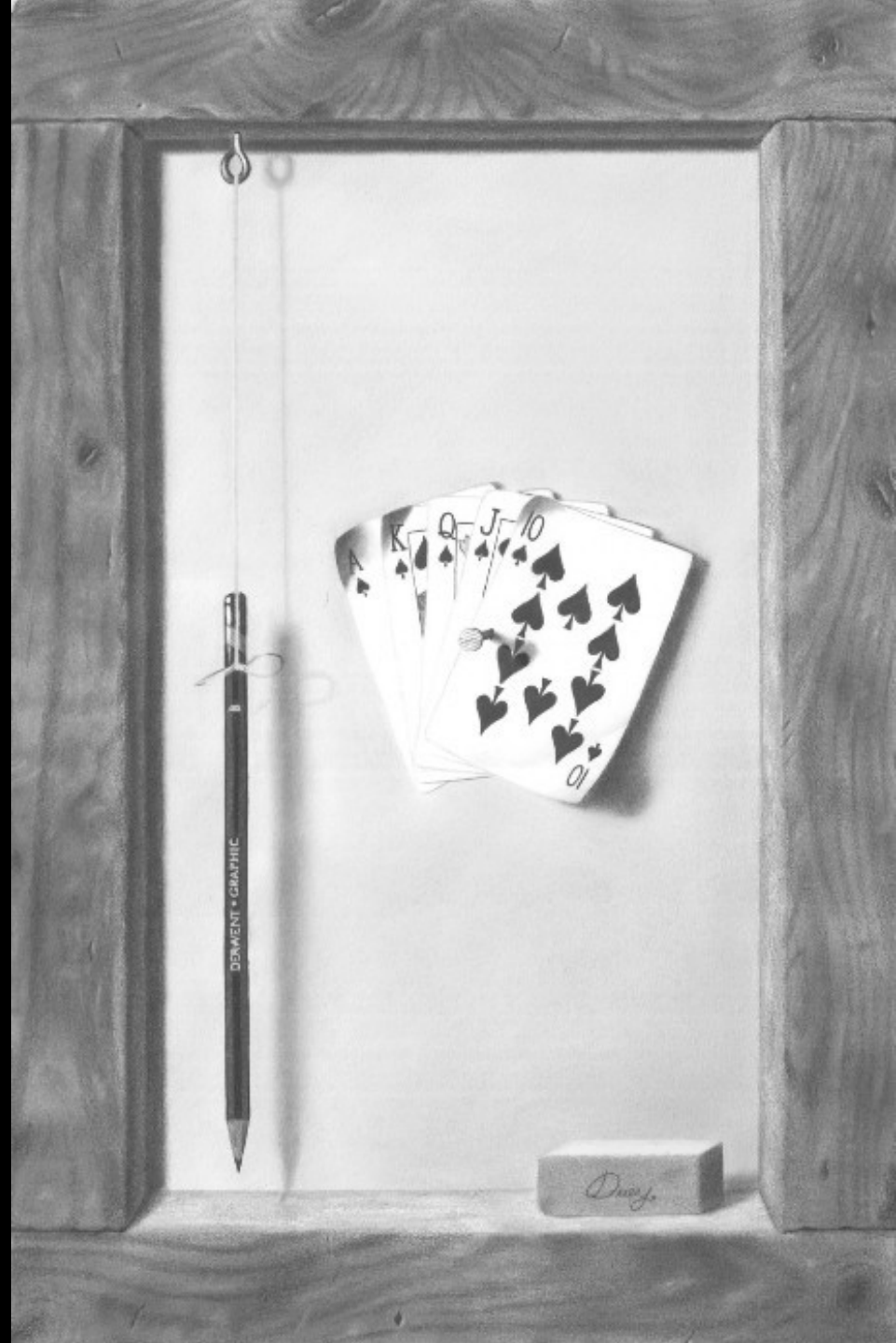
Paper chair in
studio, 2017 (left)
and model home
interior at Jordan
at Southpoint,
Durham, NC
(right) Meritage
website





Model Home,
installation detail,
2018 (left) and tissue
box (left)





Examples of Trompe l'oeil



Model Home, installation detail, 2018 (left) and an actual light switch (right)



Model Home, installation detail, 2018





Model Home, installation detail, 2018

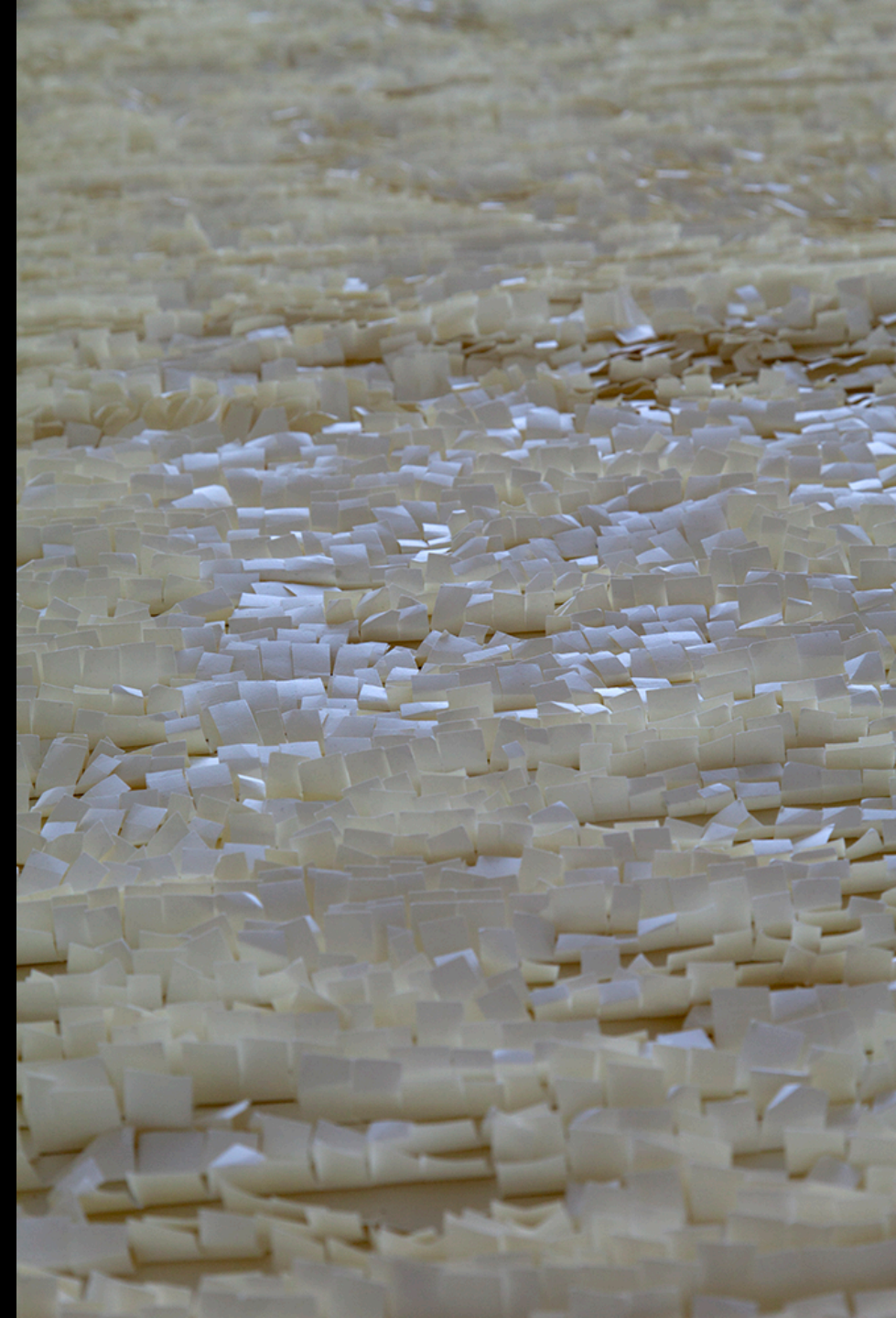


Model Home, installation detail, 2018





Model Home,
installation detail, 2018



Model Home, installation
detail, 2018



Model Home, installation detail, 2018



Model Home, installation detail, 2018



Model Home,
installation detail,
2018



Model Home,
installation
detail, 2018



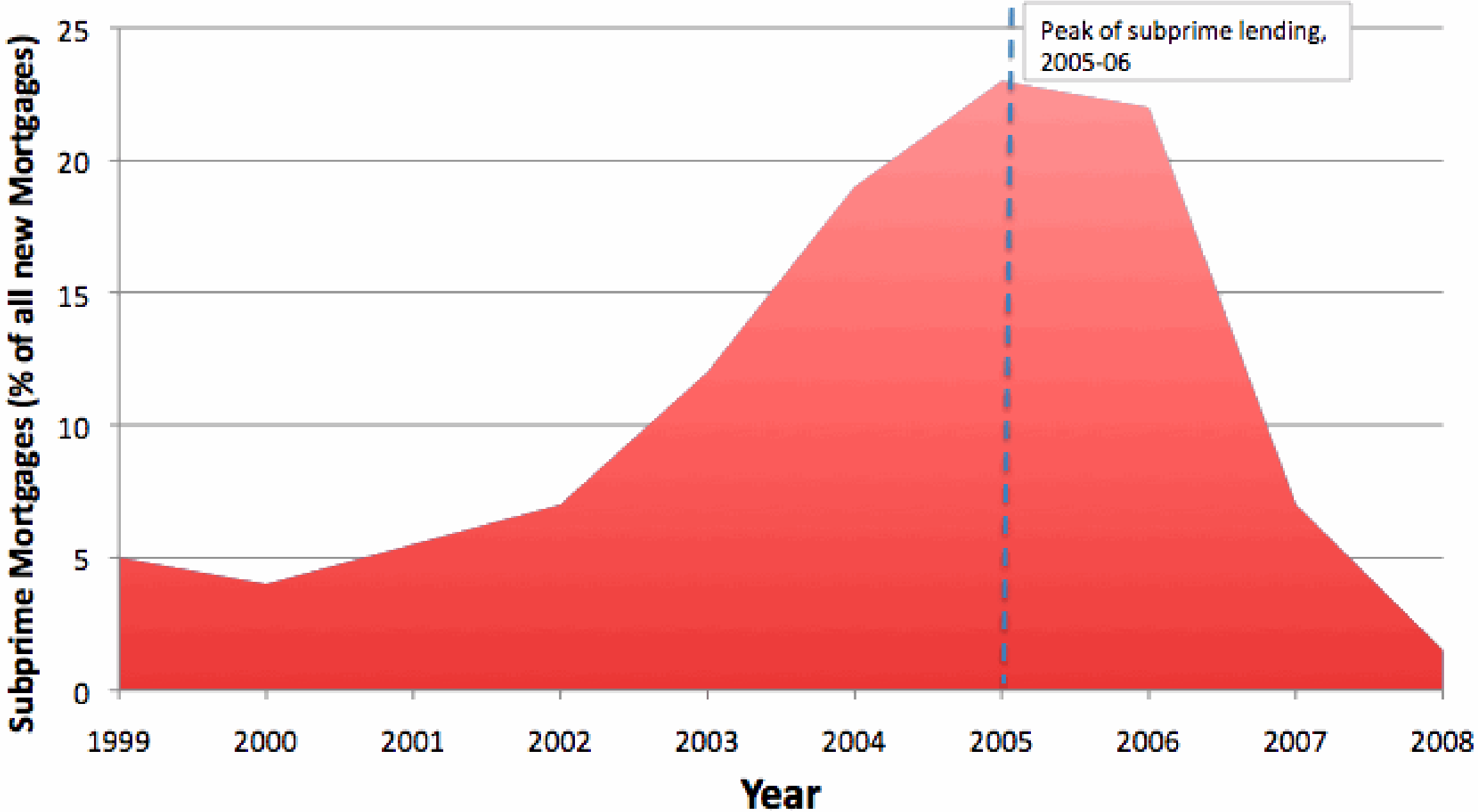
Model Home,
installation
detail, 2018



Model Home,
installation, 2018



Percentage of Newly Issued Mortgages That Were Subprime 1999-2008





"MAKE OFFER"

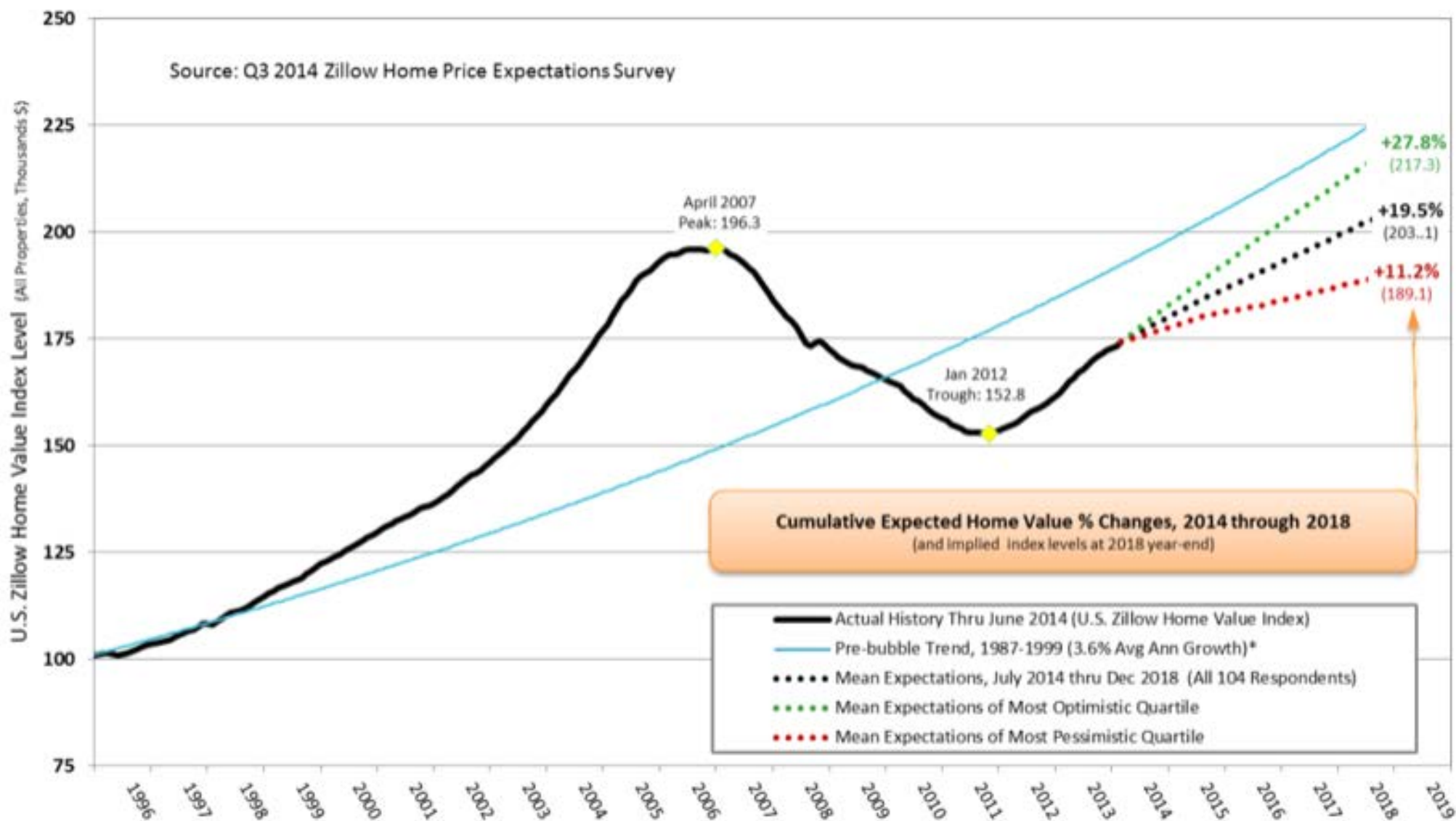
**COLDWELL
BANKER**
GRUPP
(209) 954-
ch

100



News images from the stock market crash

U.S. Home Price Expectations



* Pre-bubble Trend based on S&P/Case-Shiller U.S. National HPI (SF, NSA). Quartiles are based on panelists' expected cumulative home price change through Q4 2018



Model Home, installation detail, 2018

“Do you think in the near future, we will have another financial crisis similar to the one in 2008?”

“Yes. It is hard to say when but this is a certainty. Fortunately we got through that one reasonably well.” –Bill Gates

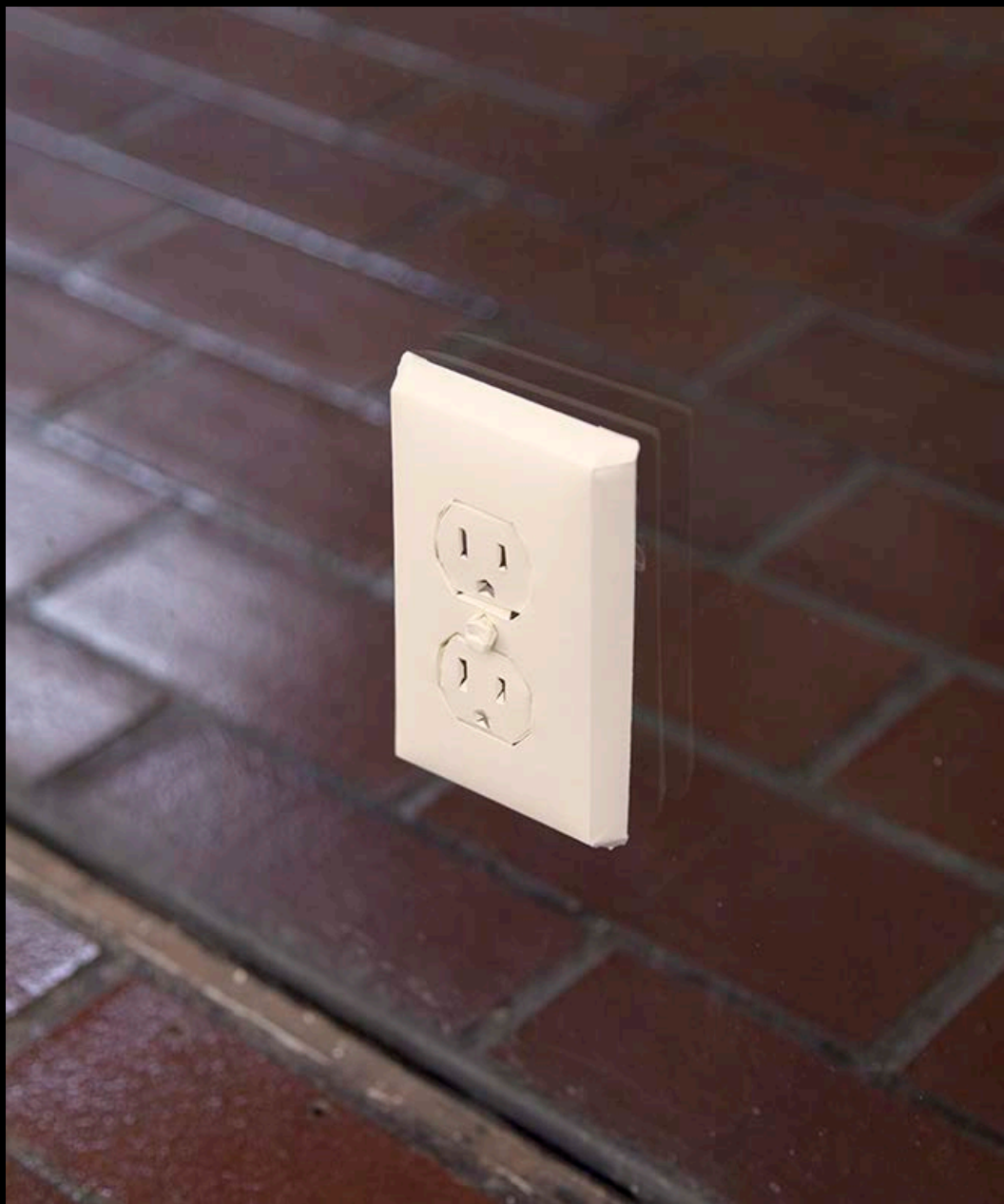


Model Home, installation detail, 2018



Model Home, installation detail,
Allcott Gallery, 2018 (left) and Model
Home, installation detail, Ackland
Art Museum, 2018 (left)





Model Home, installation detail interior, 2018 (left) and exterior (right)



EDITED BY SANDRA L. HANSON
AND JOHN KENNETH WHITE

THE AMERICAN DREAM IN THE 21ST CENTURY



“Americans believed economic prosperity was possible and achieving it would ratify the American Dream whose promise of hard work (not good luck) is the path to prosperity”

-Sandra L. Hanson and John Kenneth White



Stock photo of
white picket
fence home



“For the vast majority of Americans at every point in history, the prospect of achieving the American Dream has been slim, but the promise has been huge”
-Barry Glassner

Model Home, installation detail interior, 2018



And because it finds fulfillment either in one's own life or in the lives of others, Americans are ever more devoted to it..... the American Dream will always remain elusive and, therefore, disappoint us."

-Sandra L. Hanson and John Kenneth White



Covington Lake housing development, Myrtle Beach, SC, 2009 (left) and family home in Myrtle Beach, SC, 1998 (right)



Homes In Carolina Forest.com

*"Hunting for a home
is easy in the forest,
with the right guide."*



Carolina Forest, multi-division
housing development in Myrtle
Beach, SC Advertisement



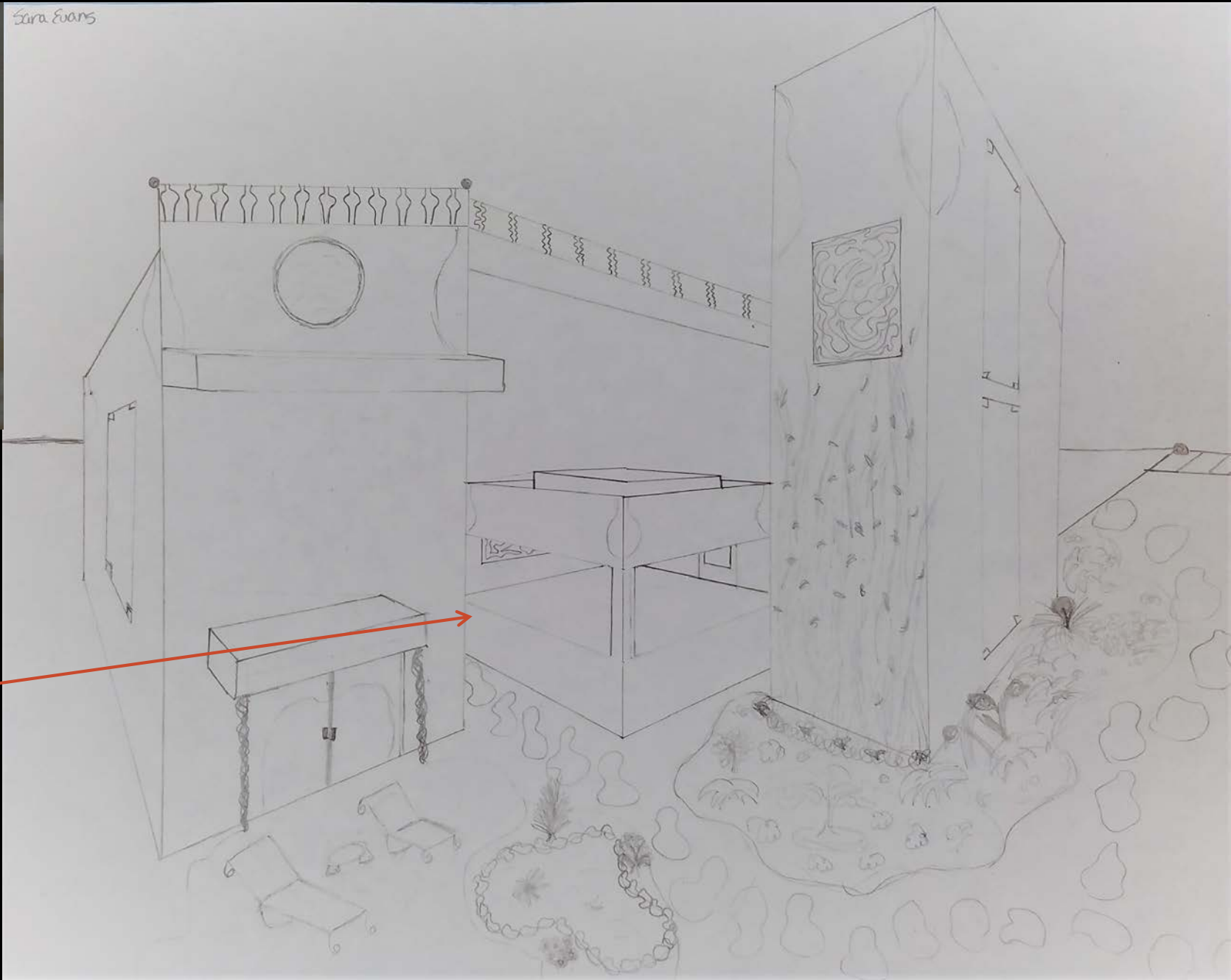
Building family home, Myrtle
Beach, SC, 1998



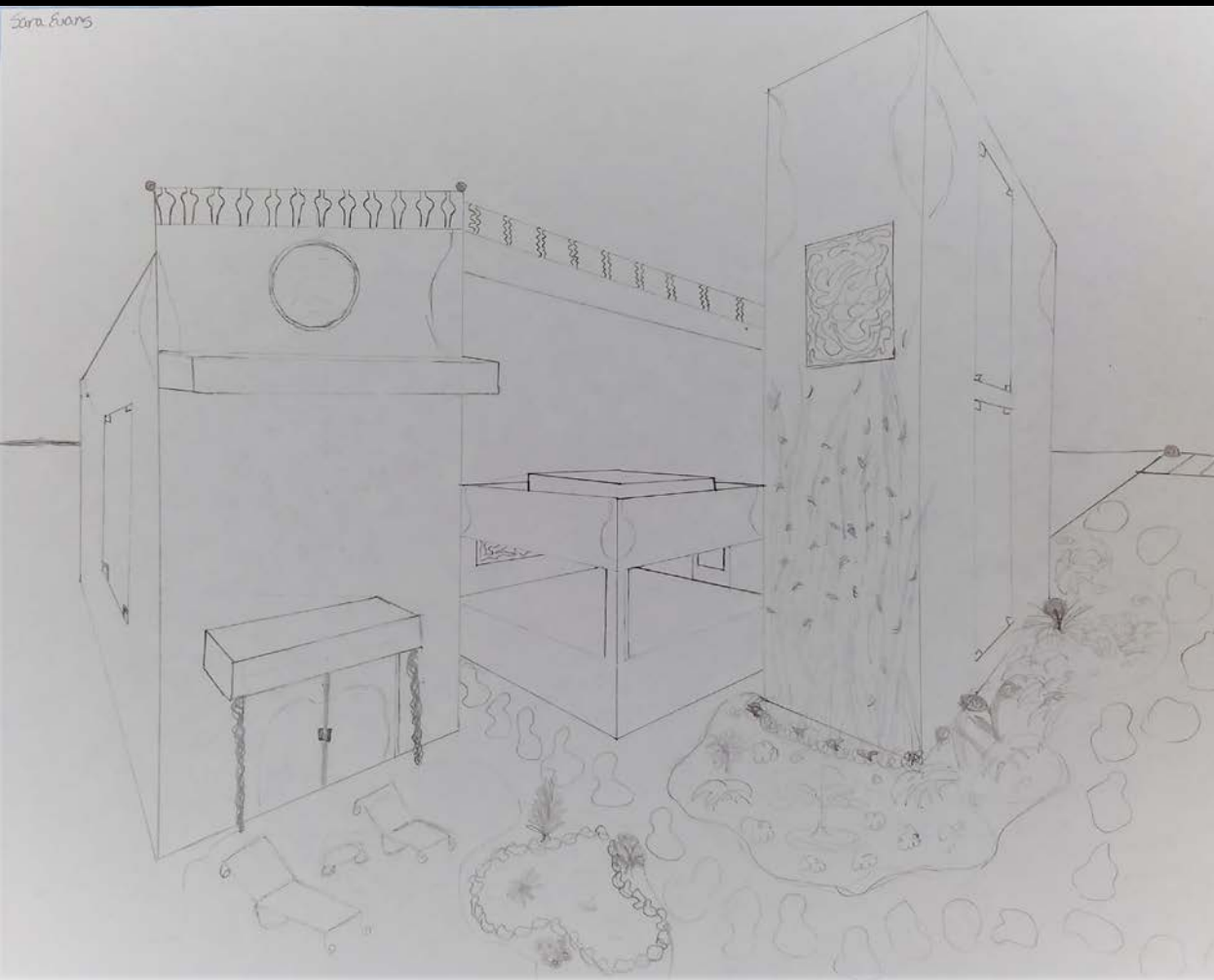
Finished family
home, Myrtle Beach,
SC, 1998



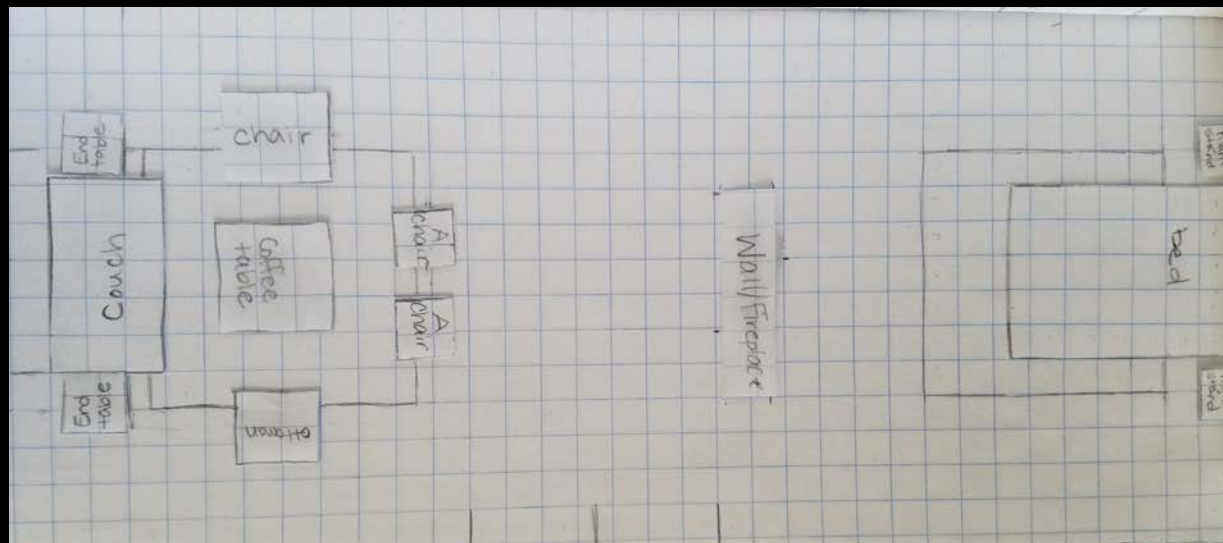
Sara Evans



My bedroom during construction, 1998 (left) and My Dream Home drawing from 5th grade class assignment, 1998 (right)



My Dream Home drawing from 5th grade class assignment, 1998 (left), Model Home, installation detail, 2018 (top right) and Model Home blueprint (bottom right)





Building family home, Myrtle Beach, SC, 1998, Sunroom (left) and kitchen (right)





Carolina Forest
housing
development mid-
construction,
Myrtle Beach, SC,
2009





Carolina Forest housing
development mid-
construction, Myrtle Beach,
SC, 2009



Graduation, 2009
(left), wedding, 2009
(right)



1985 poll:

“Do you think that people who may never own a house miss out on an important part of the American Dream?”

76% Yes

Model Home, installation detail, 2018



Meadows at Southpoint in
Durham, NC , Meritage
website



Model home at Meadows at
Southpoint, Durham, NC





Model home at Jordan at
Southpoint, Durham, NC
[Meritage website](#)



Model home at
Jordan at
Southpoint,
Durham, NC



Drawing made in model home (left)
and Model home at Jordan at
Southpoint, Durham, NC (right)





Model home at
Jordan at
Southpoint,
Durham, NC



Model home at
Jordan at
Southpoint,
Durham, NC





Model Home, installation detail, 2018 (left), model home at Jordan at Southpoint, Durham, NC (right)



Model home at Jordan at Southpoint, Durham, NC, Meritage website



Model home at
Jordan at
Southpoint,
Durham, NC



HGTV advertising images





Home and Garden Television logo (left) and Target advertisement (right)





IKEA in-store
furniture display



Win The HGTV Dream Home Giveaway



HGTV advertisement (left) and IKEA advertisement (right)

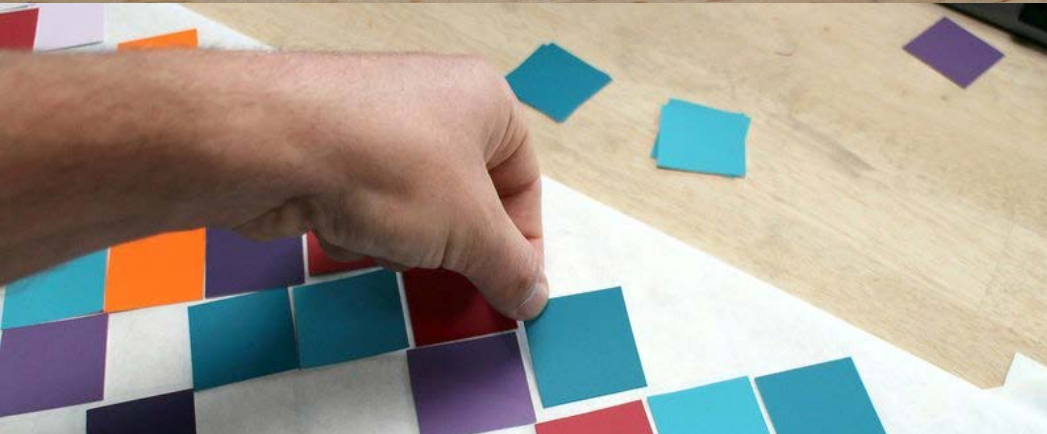
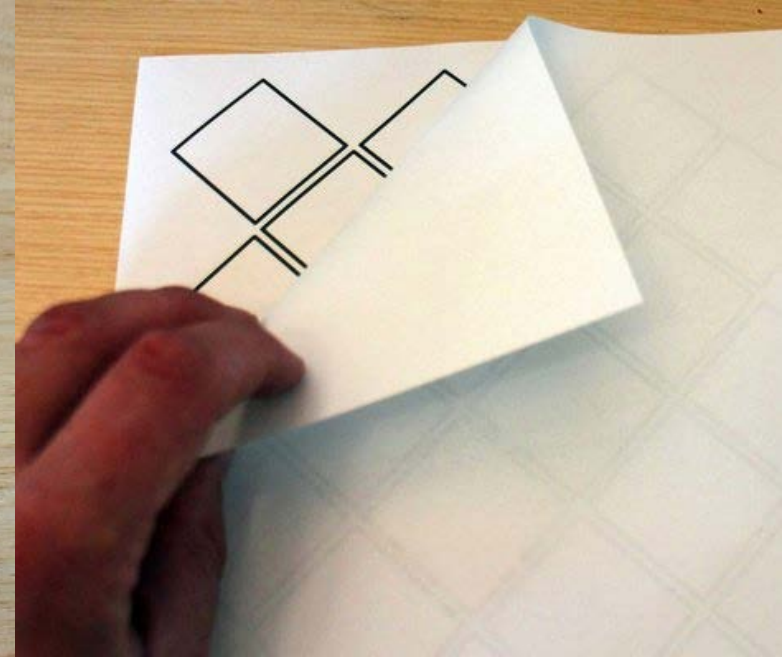


DIY website image (left) and diy Network logo (right)



Pinterest diy wall art examples





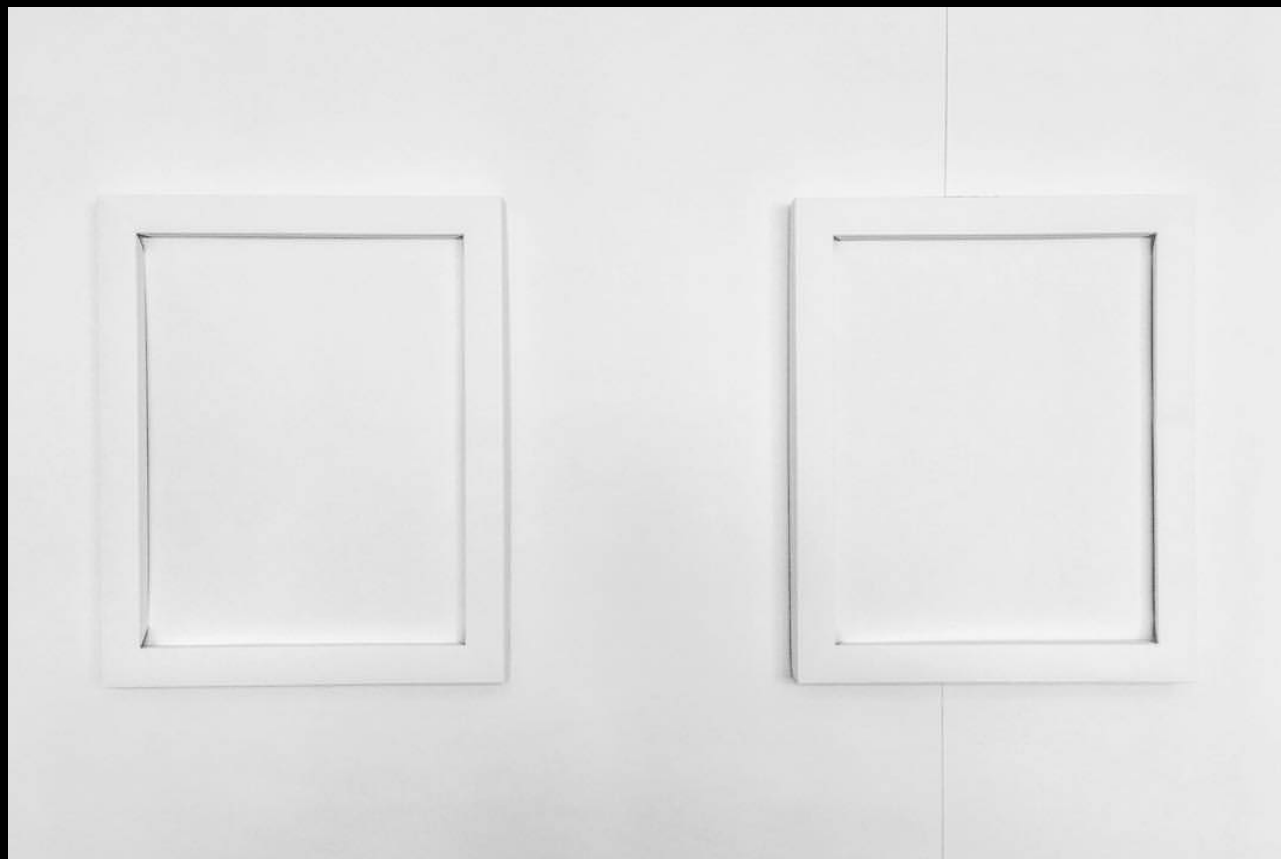
Diy step by step instructions, Pinterest



“Pinterest fail”



Nailed it



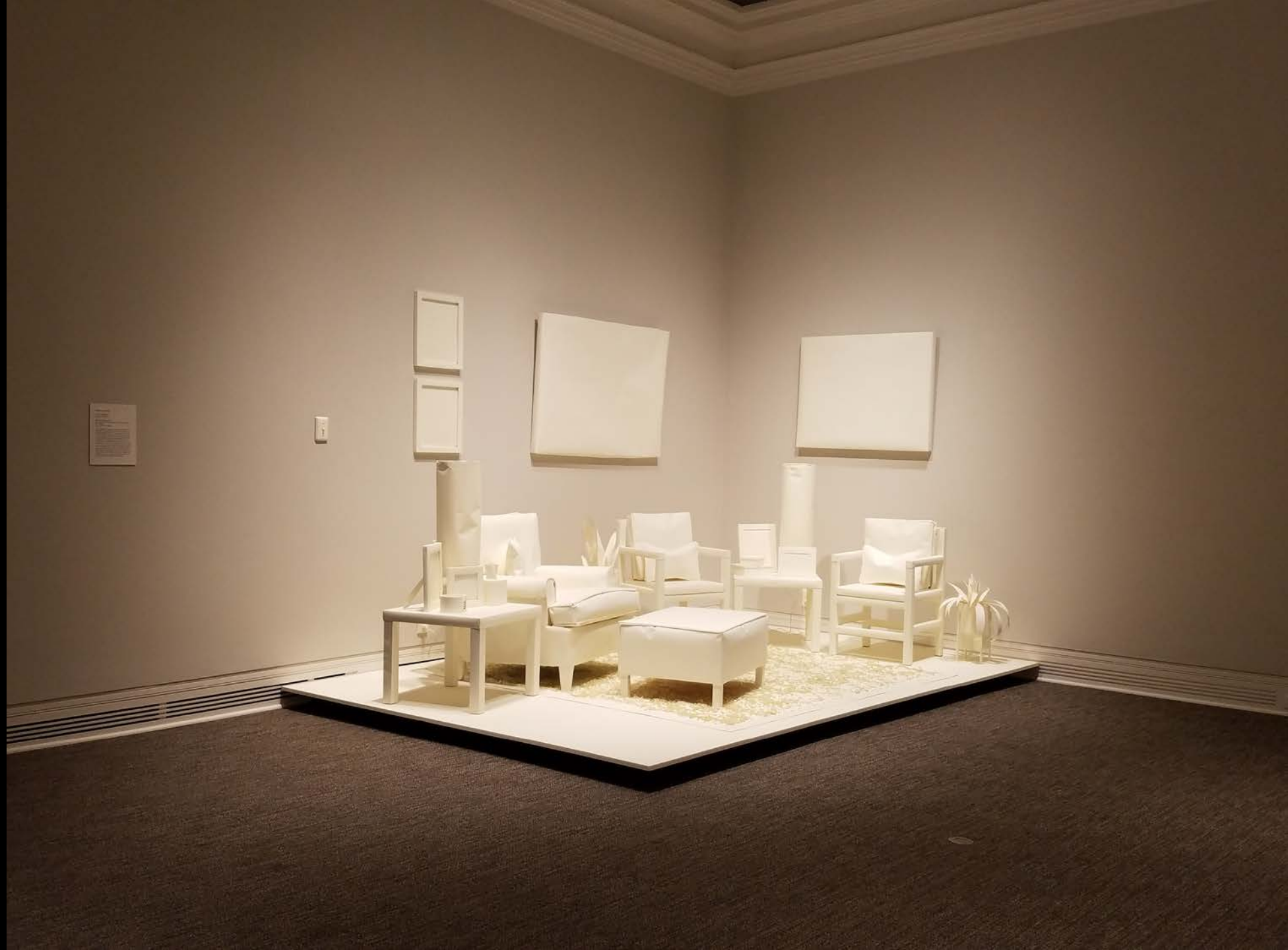
Model Home, installation detail, 2018



Model Home, installation detail, 2018 (left), model home at Jorden at Southpoint Durham, NC (right)



Model Home, installation
detail, Ackland Art
Museum, 2018





Model Home, installation detail, 2018 (left) and furniture store window display (right)



Model Home, installation detail, 2018



Model Home, installation detail, Ackland Art Museum, 2018 (left) and IKEA in-store furniture display (right)



Model Home, installation detail, Ackland Museum, 2018 (left), Model Home, installation detail, Allcott Gallery, 2018 (right)



Model Home,
installation
detail, 2018



Model Home,
installation
detail, Ackland
Museum, 2018





Model home at Meadows at
Southpoint Durham, NC (featuring
Keith Farrington)





Pinhole exposures, 2017



Pinhole exposures, 2017



Pinhole exposures, 2017



Pinhole exposure,
2017 (left) and
found broken
chair, 2017 (right)





Found broken chair, 2017



Found broken
chair, 2017 (left)
and paper
upholstered chair,
2017 (right)



Found furniture





Found furniture



Pinterest diy furniture before and after



Before: found chair (left)
and After: paper
upholstered chair (right)



Before: Found couch (left) and After: paper upholstered couch (right)



Paper upholstered chair and couch in studio.



Model Home, installation detail, 2018 (left) and pinhole exposure, 2017 (right)



Model Home, installation view, Allcott Gallery, 2018 (left) and Model Home, installation view, Ackland Museum, 2018 (right)



Model Home, installation detail, 2018 (left) and IKEA advertisement (right)



Model Home, installation detail, 2018 (left) and model home at Jordan at Southpoint, Durham, NC (right) Meritage website



Model Home,
installation detail,
2018



THE JOHN AND JUNE ALLCOTT GALLERY

Model Home
Sara Farrington





Thank you!